University of Alberta Library
0 1620 2760432 9

'S CENTENNIAL YEAR IN
'HE LIVING WEST"

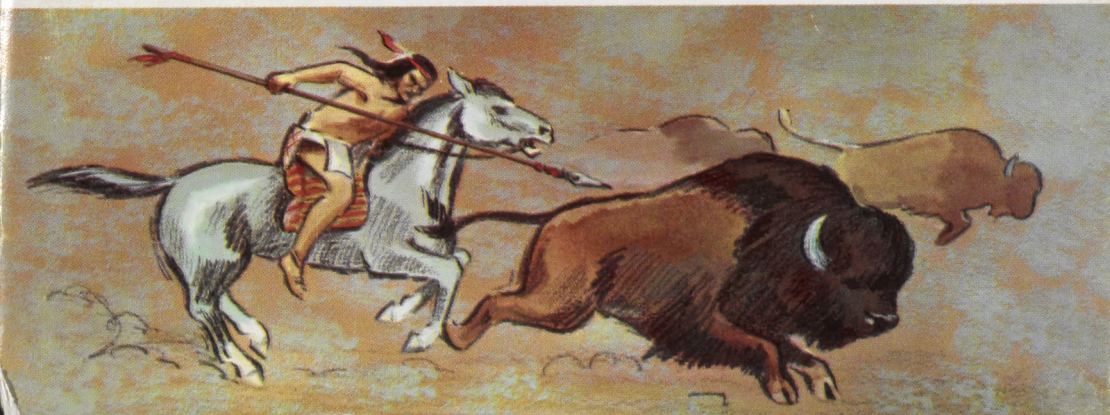
1867 1967

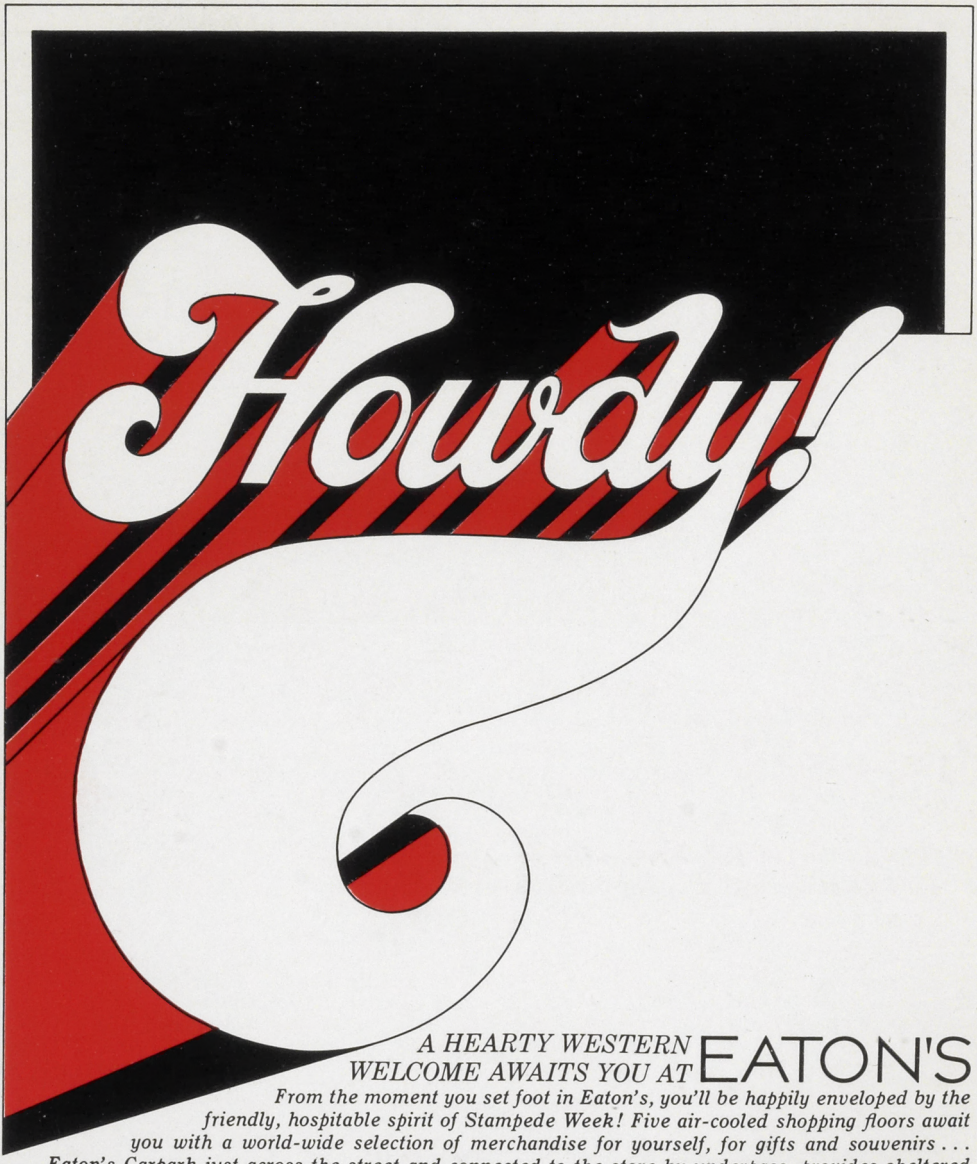
CALGARY

VISITOR'S GUIDE









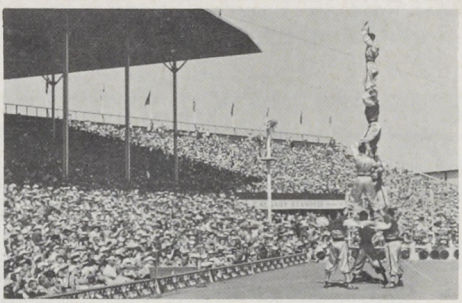
A HEARTY WESTERN WELCOME AWAITS YOU AT EATON'S

From the moment you set foot in Eaton's, you'll be happily enveloped by the friendly, hospitable spirit of Stampede Week! Five air-cooled shopping floors await you with a world-wide selection of merchandise for yourself, for gifts and souvenirs . . . Eaton's Carpark just across the street and connected to the store by underpass, provides sheltered parking for hundreds of cars . . . Our Valley Room Cafeteria caters to Stampede Visitors with typical western menus—Calgary's own White Hatter Stew, Roast Hip of Alberta Beef, other favourites for your pleasure! We've topnotch sales people to assist you in every department—there's a post office, a tourist information booth, a beauty salon, optical service, customer rest rooms—and everywhere at Eaton's there's colourful evidence that Calgary's Shopping Showplace is ready to please Stampede Visitors!

8th Ave. between 3rd and 4th Sts. S.W.; Eaton's Store Hours: 9 a.m. to 5.30 p.m. daily; 9 a.m. to 9 p.m. Thursday & Friday; Phone 266-0234.











CALGARY EXHIBITION & STAMPEDE

"THE GREATEST OUTDOOR SHOW ON EARTH"

For color, excitement and fun nothing equals this wild and woolly western week. In front of the Grandstand daily ... World Championship Rodeo, Thoroughbred Horse Racing, Rocket Man, Chuckwagon Races, Stage Show and Fireworks. On the Grounds ... Indian Village, Livestock Exhibition, Industrial Exhibits, Art and Photo Salons, Giant Midway and the "Salute to 100 Years of Progress". Downtown (free) ... Stampede Parade, Daily Street Celebrations with Indians, Cowboys and Square Dancing. All in the Friendliest City in the World.

1967
JULY 6 - 15

1968
JULY 4 - 13

For FREE Color Brochure Write

CALGARY EXHIBITION & STAMPEDE LTD.

BOX 2900, CALGARY, ALBERTA, CANADA





CALGARY VISITORS' GUIDE

An Annual Publication of

THE CALGARY TOURIST & CONVENTION ASSOCIATION

HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Executive Vice-President

This publication is prepared as a public service by the Calgary Tourist & Convention Association, and its supporting business firms shown within. WE UNHESITATINGLY RECOMMEND EACH BUSINESS LISTED.

Circulation 35,000 **Volume 7** **1967-1968**

Photographs and articles in this book may be reproduced for the asking. Write the publisher at the above address for quick permission.

Printed in Canada by Alcraft Printing Co. Ltd.

ALPHABETICAL INDEX

Agriculture and Calgary	42	Oil and Calgary	44
Banff	74	Photo Credits	102
Business Listings	114 to 127	Photography	12
Calgary Stampede	36	Points of Interest	104 to 112
Climate	10-11	Postage Rates	88
Clubs and Associations	18-19	Ranching and Calgary	26-28
Conventions	94	Shopping Information	100
Currency Exchange	82	Sightseeing	104 to 112
Dinosaur Trail	62	Sports in Calgary	50 to 54
Golf	84	Statistics	14
Guest Ranches	86	Story of Calgary	6-8
Historic Sites	89-90	Transportation	98
Hunting	92	Travelling East	70-71
Ice Service	63	Travelling North	68
Industries	56	Travelling South	58-60
Lake Louise	80	Travelling West	72
Liquor Regulations	48	Visitor Information Services	18-20
Local Crafts	96	Welcome to Calgary	4

OUR COVER

The talents of artist Gordon Loney and a Heritage Park scene by Shipley Photo Service are combined to create a centennial mood. In a land where history was only yesterday, nostalgic Heritage Park is a true tribute to the development of Calgary the living west.

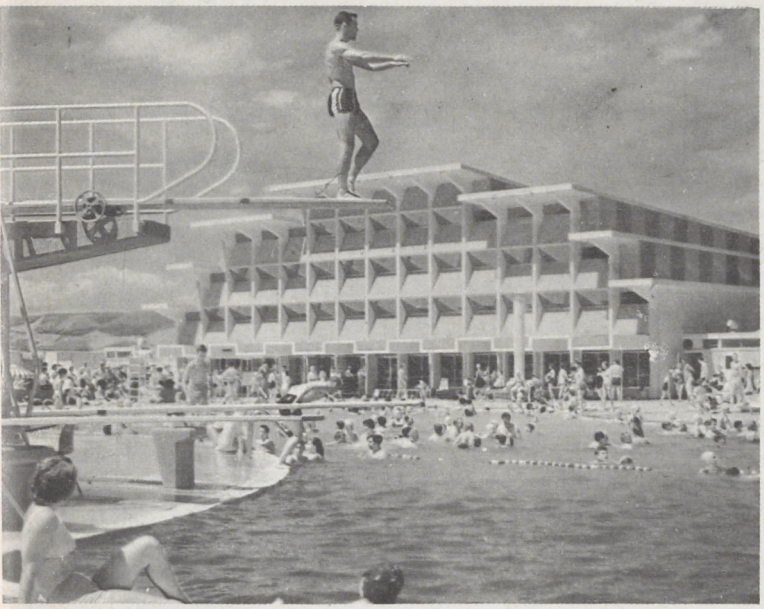
Lovely HAPPY VALLEY

Calgary's Year Round Playground

Just West of the City on No. 1 Highway

TRAILER AND TENTING FACILITIES

Over 400 Acres of Beautiful Valley where the whole family can enjoy . . .





INDOOR SWIMMING & WADING POOL
OUTDOOR POOL
OUTDOOR WADING POOL
9 HOLE PAR 3 GOLF
GOLF DRIVING RANGE
2—18-HOLE MINIATURE GOLF
TRAMPOLINES
SHUFFLEBOARDS
HORSESHOE PITCH
RESTAURANT
GO KARTS
KIDDYLAND RIDES
PONY RIDES
MINIATURE TRAIN RIDES
PADDLE PONTOON BOATS
PLAYGROUND AREAS
PICNIC SHELTERS
BARBECUES
DANCE FLOORS
INFORMATION AND LOST OR FOUND
PICNIC TABLES
TROUT PONDS
TRAIL RIDES
HAY RIDES

IN WINTER

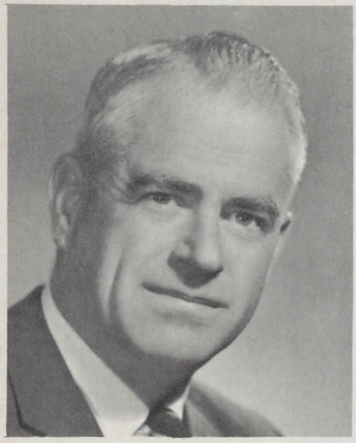
SKATING
TOBOGGANING
SLEIGH RIDES
SKIING
POMA LIFT
SKI CHALET
SKI SHOP

INFORMATION
PH. 288-5222

THE IDEAL SETTING FOR COMPANY BARBECUES • RESERVATIONS ACCEPTE

"Seeing it is Believing it!"

Welcome to Calgary



May I, on behalf of The City of Calgary wish all travellers and visitors a happy holiday while in our midst.

Do enjoy your stay and come again.

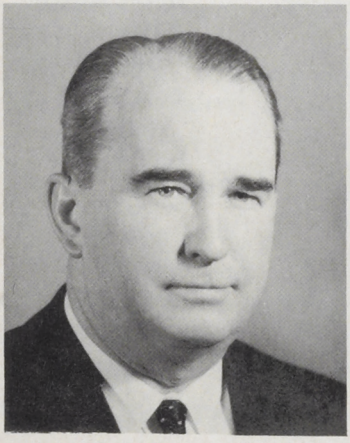
JACK C. LESLIE
Mayor



Howdy, Friend!

You're always a welcome guest in our city. To make your visit as completely enjoyable as it can and should be, don't hesitate to drop in at any of our free information centres. The staff will be pleased to provide any literature or accurate information you would like.

REUBEN HAMM
President
Calgary Tourist and
Convention Association



On behalf of the Executive Committee and members of the Calgary Chamber of Commerce, may I, as president, extend to all visitors to Alberta, and especially to the City of Calgary, a hearty western welcome. May your visit be profitable and pleasant, and be sure to come again.

JACK DOUGLAS
President
The Calgary Chamber
of Commerce

CHICKEN on the WAY



featuring **"DUNN-RITE" CHICKEN** *exclusively*

3 LOCATIONS

14th Street AND Kensington Rd.
PHONE
283-5545

6511 Elbow Drive
PHONE
255-5292

1811 4th Street S.W.
PHONE
266-6678

OUR SPECIALTY:

FRIED HALF CHICKEN
CHIPS, 2 CORN FRITTERS
AND DINNER ROLL
. . . JUST $1.15

A SMALL SERVICE CHARGE WILL DELIVER YOUR CHICKEN TO ANY LOCATION

TRY OUR ECONOMY PAC:

16 PIECES OF CHICKEN	$3.50
HALF PAC	$2.00

IDEAL FOR PICNICS AND PARTIES
GOOD — HOT OR COLD

FISH & CHIPS — FRIED JUMBO SHRIMPS

COFFEE SHOP & RESTAURANT AT KENSINGTON RD. LOCATION

THE FINEST CHICKEN YOU EVER ATE!!

The Story of Calgary



"CALGARY — 1875"

Calgary was born in the summer of 1875. A contingent of the North West Mounted Police set up camp near the confluence of the Bow and Elbow Rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, red coated, military unit now famous around the world to bring peace and law to the new territory.

—Continued on page 8

CALGARY'S FINEST CHINESE CUISINE

302 CENTRE STREET
CALGARY, ALBERTA

For reservations or Take-out Service
Phone 262-9219.

RELAXING ATMOSPHERE

THE Jade PALACE

"Specializing in Exotic Genuine Cantonese Dishes — and North American Food"....



OPEN:

Mon. - Thurs., 4:30 pm - 12:30 am
Fri. - Sat., 4:30 pm - 2:00 am
Sun. — 5:00 p.m. - 10:00 p.m.

• FULLY LICENSED •

THE STORY OF CALGARY—Continued from page 6

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric light, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Through the years, Calgary has continued to grow, now exceeds a third of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history—young but full of dignity.

"CALGARY — TODAY"



HISTORY LIVES AT HERITAGE PARK



Share the pioneer life of the Canadian West in the 19th Century

☆ TREAD THE BOARDWALKS OF AN EARLY PRAIRIE SETTLEMENT

See the church, general store, authentic homes and buildings, watch the blacksmith at work.

☆ ENJOY A BOAT TRIP ON THE PADDLEWHEEL STEAMER

☆ RIDE THE OLD TIME RAILROAD

☆ PAN FOR GOLD IN THE MINING CAMP

☆ LET THE KIDS PLAY AS THEIR ANCESTORS DID BEHIND THE SAFETY OF PALLISADES AND SIT AT THE DESKS IN A COUNTRY SCHOOL HOUSE

☆ VISIT THE HUDSON'S BAY COMPANY FORT

A welcome sight when Indians and trappers came to trade their furs.

☆ TAKE PICTURES INSIDE THE TEEPEES OF AN INDIAN VILLAGE

☆ PET THE ANIMALS ON AN OLDTIME RANCH

Admission: Adults, 25c; Children with parents, No Charge.



HERITAGE PARK

CALGARY — CANADA



A typical Chinook Arch, created by a dry westerly wind from the Pacific which can raise the temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures and appreciably lessens snow conditions.

Climate

Many people inquire as to the best season of the year to visit Calgary. The answer is one-word simple — Anytime!

Calgary's invigorating climate combines reasonable rainfall, dry air, light snowfall, moderate winters, warm summers. An always popular winter bonus is the chinook wind mentioned, and the effect of it is shown in the photograph above.

AVERAGE DAILY MINIMUM AND MAXIMUM TEMPERATURES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE
Minimum	4	6	15	27	38	44
Maximum	24	27	34	49	61	66
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Minimum	49	46	39	30	18	10
Maximum	75	60	63	53	38	30

Spring season—Mid-March to Mid-May
Summer season—Mid-May to Mid-September
Autumn season—Mid-September to Mid-November
Winter season—Mid-November to Mid-March

Month	Weather	Suggested Clothing and Remarks
Jan. and Feb.	General Winter Temperatures (see Temp. chart above)	Winter Apparel (overcoat, hat, footwear, gloves). Snow is general. Excellent months to enjoy winter activities. Motorists should ensure car is winterized.
March	Moderating	Winter apparel with some medium light wear. Snow begins to disappear; Winter activities may still be enjoyed. Cars should still be winterized.
April	Days become milder but evenings cool	Medium-weight apparel including topcoat. Snow disappears, however, mountainous areas still offer good skiing.
May and June	Warmer in day-time, cool at nights	Medium-weight and summer apparel, enjoyable period for those who prefer spring travel. The country is green again and spring flowers in bloom by middle of May.

July and Aug.	Normally warmest months of summer	Summer clothing, ideal for summer travel. All summer activities.
Sept.	Days warm with evenings cool	Summer clothing along with medium-weight wear. Ideal for autumn travel. Foliage takes on fall colouring around September 20th. Ideal for colour photography. Hunting begins.
Oct.	Cool	Medium-weight apparel including topcoat. Excellent weather for autumn vacation. Leaves and other foliage in full autumn colour during early part of this month. Many wonderful opportunities for colour photography enthusiasts.
Nov.	Cool-Frosty	Medium-weight apparel including topcoat. First signs of winter. Late season travel usually good. Motorists should have car winterized. First snow generally appears.
Dec.	Winter	Winter apparel as in January. Winter season. Under normal conditions, first heavy snows arrive around mid-December, usually the start of winter sports activities. Motorists should ensure car is winterized.

NOTE: Visitors planning trips such as fishing, camping, canoeing, hunting should bring along articles of medium and heavier weight wear in addition to summer apparel as evenings are cool.

While insects in Calgary area are not a worry, insect pests and bush travel go together and outdoor vacationers should carry a supply of insect repellent as a precaution and if possible bring clothing through which insects cannot readily bite.

During winter months all main highways are well ploughed and usually bare.

Weather conditions vary somewhat but the above tabulation outlines in a general way normal conditions during the four seasons.

Everybody's Favorite!



THE BEST IN FINE CANADIAN FOOD

SMITTY'S PANCAKE HOUSE

MACLEOD TRAIL IN THE CHINOOK CENTRE
CALGARY, ALBERTA
PHONE 255-5808



Calgary offers a wide variety of interesting subjects for the camera enthusiasts. For home movie use, convenient tilting boards can be found at any highway Hospitality House to begin your Calgary footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking.

★ Many viewpoints (for details see Points of Interest) allow excellent city scenes from every compass point.

★ The many colorful city parks make ideal background for family pictures.

★ The dinosaurs of the Natural History Park are favorites of everyone. "Dinny" alone is the most photographed creature on earth.

★ Over 1,400 live exhibits in the zoo give continuous opportunities for unusual photos.

★ The massive 5934 Locomotive is always popular with photographers.

★ Horseman Hall of Fame and Aquarium challenge all camera users to take home permanent reminders of these delightful displays.

★ Heritage Park permits you to capture all the nostalgia of the pioneer days on film.

★ Many industrial plants, such as oil refineries, are perfect subjects for snapshots that are different — day or night.

★ The Calgary Stampede is tailor-made for either exciting action shots or unusual stills.

★ Happy Valley, Canada's largest man-made recreation park is just as the name implies — a perfect spot for Happy pictures.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

Photocrafts . . .

"CALGARY'S TOP CAMERA SHOP AND REPAIR CENTRE"

710 Third Street S.W. **Phone 262-1011**

DISTRIBUTORS OF
KODAK, ANSCO, BOLEX, LEICA, NIKON, ZEISS,
AND OTHER MAKES



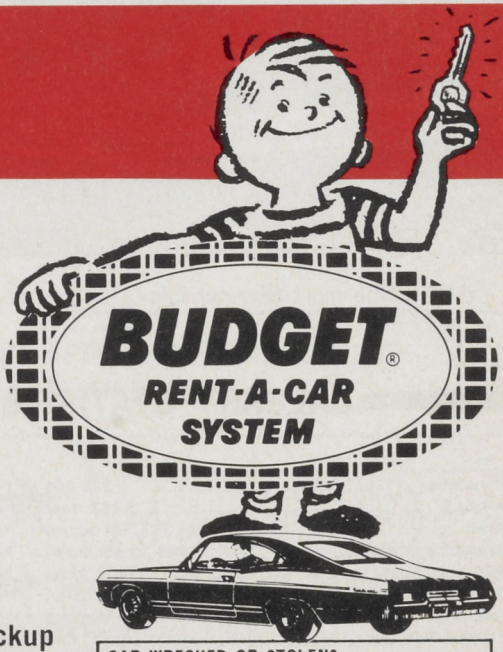
Wild animals are friendly toward cameras in Jasper National Park. Sometimes, they almost seem to coax visitors to take their pictures.

SAVE UP TO 40%

New fully equipped Chevrolet Impalas, Mustangs and other cars and compacts with proper insurance.

Reserve ahead - free reservations to 400 cities coast to coast airport locations.

Major credit cards honored.

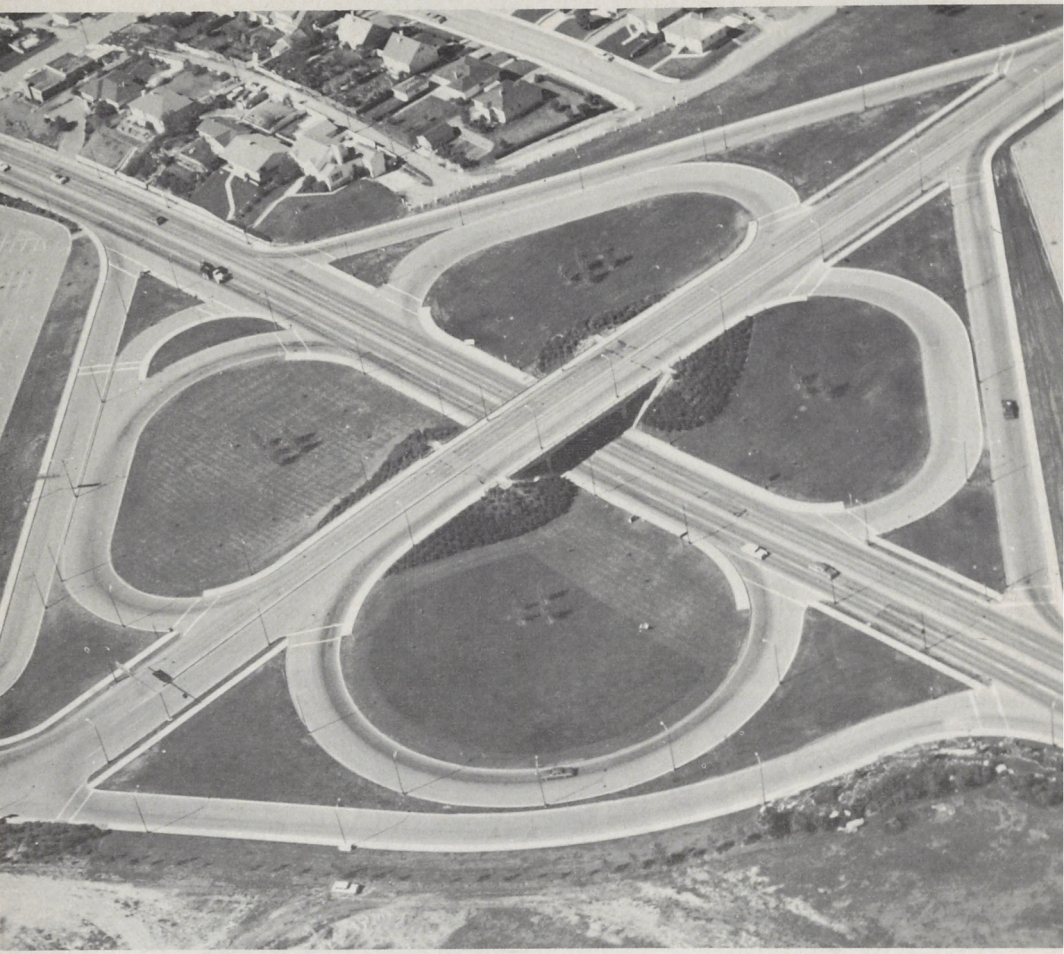


Free Pickup And Delivery

CAR WRECKED OR STOLEN?
Leading insurance companies recommend Budget Rent-A-Car System because our rates meet allowances permitted for replacement transportation. Call Insurance Information Department.

PHONE **263-0505**

CENTRE ST. & 4th AVE. and CALGARY AIRPORT



With the most cars per capita of any city in the world, Calgary needs traffic facilities like this.

CALGARY STATISTICS AT A GLANCE

Population (1966)	335,806
Altitude	3,483 feet
Area	155.8 s. miles (97,024 acres)
Annual precipitation	17.44 inches (5.85 snow)
Average frost-free period	109 days
Average sunshine	2,202 hr. year (6 daily)
Average yearly mean temperature	38.4 degrees
*Motor Vehicles (1965)	133,084
Building Permits (1966)	$114,392,231.00
Livestock Sales (1966)	$123,758,950.00
Number of parking meters	2,233

Number of hospitals	20
Number of churches	234
Number of schools	207
Number of hotels	27
Number of hotel rooms	2869
Number of motor hotels	15
Number of motor hotel rooms	810
Number of motels	45
Number of motel rooms	936
Number of public parks	515
Public park area (acres)	3850

TRAVEL TRAILER DROME

DIVISION OF PROPANE ENGINEERING SERVICE

2301 CENTRE STREET N. — CALGARY, ALBERTA

★ SHASTA MODELS ★

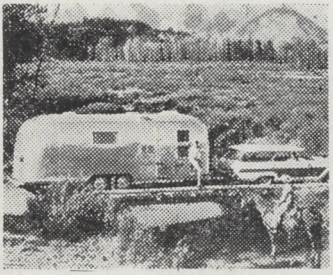
★ Compacts for small cars — sleep 6
★ 16' Airflytes — 6 and 8 sleepers
★ 17' Self Contained Astraflyte
★ 17' Starflyte — Shower & Bathroom
★ 17' Deluxe
★ 19' Super 6 and 8 sleeper (shower and toilet)
★ 20' Super Deluxe
★ 22' Tandem

★ WESTERN CANADA AIRSTREAM DISTRIBUTORS ★

★ 18' Caravel
★ 20' Landyacht
★ 30' Sovereign
★ 24' Globetrotter
★ 26' International Series

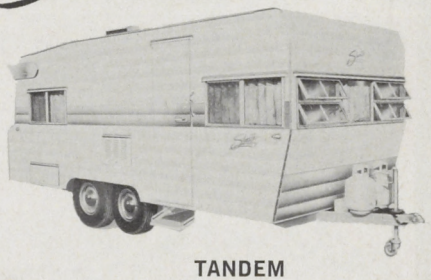
● CERTIFIED SERVICE CENTRE ●

ALL ON DISPLAY DAILY TILL 9 P.M. — SATURDAY TO 6 P.M.



AIRSTREAM

Shasta® Airflyte



TANDEM

COMPLETE PROPANE AND APPLIANCE SERVICE FOR THE TRAVEL TRAILERIST

REST ROOMS
HUSKY GAS, OIL, REPAIRS

★

ELECTRIC BRAKE
AND HITCH SERVICE

Limited overnight accommodation while repairs are being made

MAPS AND CITY INFORMATION AVAILABLE

NORCOLD ● DOMETIC ● MORPHY RICHARDS-RHINECOLD

REFRIGERATOR HEADQUARTERS

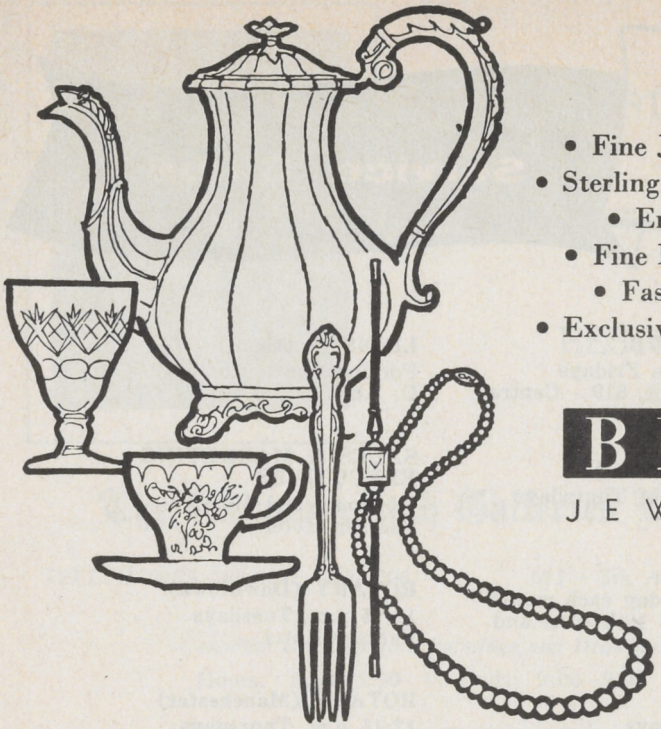
PHONE
277-4255

★

EMERGENCY PHONE
277-1088



"Stop! Look! Listen!"



- Fine Jewellery
- Sterling Silver and Antiques
- English Bone China
- Fine Leather Goods
- Fashion Jewellery
- Exclusive Swiss Watches

BIRKS
JEWELLERS

314 - 8 Avenue S.W. and Chinook Shopping Centre

In Calgary Alberta
IT'S
Bennett's
FAMILY RESTAURANTS LTD.

* AUTHORIZED RESTAURANT * 100/ OF THE TIME * 100/ GOOD EATING *
Gentleman Jim
char-broiled
steaks and burgers
100% beef

HOUSE SPECIALTIES
CHARCOAL BROILED STEAKS
FAMILY CHICKEN DINNERS

IT'S FAMILY RESTAURANTS
OWNED & OPERATED
BY A FAMILY



Service Clubs

ACTIVE 20-30 CLUB
6:30 p.m. Alternate Fridays
Carolina Restaurant, 619 - Centre St. S.

AD AND SALES CLUB
12:15 p.m. Alternate Thursdays
Palliser Hotel

B'NAI B'RITH
8:30 p.m. 1st Tuesday each month
House of Israel — 18th Ave. and Centre St. S.

COSMOPOLITAN
6:16 p.m. Wednesdays
Palliser Hotel

JAYCEES
5:30 p.m. Alternate Mondays
Stampeder Motor Hotel

NORTH CALGARY JAYCEES
6:00 p.m. Alternate Wednesdays
Highlander Motor Hotel

KINSMEN
6:30 p.m. Alternate Thursdays
Al San Club, 5 Ave. and 3 St. S.W.

KIWANIS (Downtown)
12:30 p.m. Mondays
Palliser Hotel

KIWANIS (6 others)
For information call
Mrs. Helen Rogerson 262-2900

Y'S MEN CLUB
6:15 Tuesdays
Y.M.C.A. 332 - 6 Ave. S.W.

LIONS (Downtown)
12:15 p.m. Wednesdays
Palliser Hotel

LIONS (6 others)
For information call
D. Anderson 262-4274

SALES & MARKETING EXECUTIVES
6:00 p.m. 2nd Monday
Palliser Hotel

ROTARY (Downtown)
12:15 p.m. Tuesdays
Palliser Hotel

ROTARY (Manchester)
12:15 p.m. Thursdays
Fort Calgary, Stampede Grounds

ROTARY (North Hill)
12:15 p.m. Mondays
Highlander Motor Hotel
16 Ave. and 17 St. N.W.

OPTIMISTS (Downtown)
12:15 p.m. Thursdays
Al San Club, 5 Ave. and 3 St. S.W.

OPTIMISTS (3 others)
For information call
Mrs. Tillish 244-1905

TOASTMASTER (8 Clubs)
For information call
Harold Bickel 243-0170

ASSOCIATED CANADIAN TRAVELLERS
210 - Burns Bldg. 266-5510

CANADIAN LEGION BESL No. 1
116 - 7 Ave. S.W. 266-5388

ELKS (B.P.O.E.)
114 - 7 Ave. S.W. 266-5510



FINE ART DEALERS

☆

FRAMING SPECIALISTS

☆

RESTORERS

☆

The Gainsborough Galleries Ltd.

TELEPHONES 269-6682, 262-1606 – 611 - 8th AVENUE S.W.

Canadian and Imported Paintings and Drawings

Hours: 9:00 - 5:30 – Friday 9:00 - 9:00

Visitors Are Always Welcome to Visit Our Galleries and Salon

CALGARY PHILATELIC SOCIETY
Call Sam Nickle 263-3255

CALGARY FISH & GAME ASSOCIATION
R. M. Hobbs 289-5249

BETTER BUSINESS BUREAU
404 - 630 - 8 Ave. S.W. 269-3905

CANADIAN RED CROSS SOCIETY
1504 - 1 St. S.E. 266-1066

S.P.C.A.
515 - 35 Ave. N.E. 277-4097

Y.M.C.A.
332 - 6 Ave. S.W. 269-6701

Y.W.C.A.
223 - 12 Ave. S.W. 263-1550

ALBERTA HEREFORD ASSOCIATION
Jack Noble, High River

ALBERTA PIONEER CAR CLUB
For information 269-1677

R.C.A.F. ASSOCIATION
For information call 266-6051

AUSTRIAN CONSULATE
1132A - Kensington Road 283-6526

BELGIAN CONSULATE
736 - 8 Ave. S.W. 266-7451

NETHERLANDS VICE CONSULATE
No. 12, 600 - 6 Ave. S.W. 263-5305

NORWEGIAN CONSULATE
131 - 6 Ave. S.W. 262-9563

ROYAL DANISH VICE CONSUL
111 - 3 St. S.W. 266-3650

SWEDISH CONSULATE
1008 - 7 Ave. S.W. 264-5870

U.S. CONSULATE GENERAL
805 - 8 Ave. S.W. 266-8962



CALGARY TOURIST AND CONVENTION ASSOCIATION

A non-profit organization dedicated to the service of guests to the city.

Literature, maps, accurate information cheerfully provided visitors on a no charge basis. Several information centres operating for your convenience at the following locations:

Hospitality Centre — Mewata Park, 14 Street and 9 Ave. S.W.
Phone 269-1677, open the year around.

Hospitality House — No. 1 Highway West
(near Happy Valley entrance)
Open May 24 to Sept. 15 each year.

Hospitality House — Just inside cloverleaf on 16 Ave. N.E.
Open May 24 to Sept. 15 each year.

Hospitality House —No. 2 Highway South
(at Co-op Shopping Centre)
Open May 24 to Sept. 15 each year.

You're always welcome. Drop in and say hello.

ALBERTA MOTOR ASSOCIATION (A.A.A.)

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members and A.A.A. affiliates are cordially invited to visit the spacious A.M.A. offices on the corner of 11 Ave. and 8 St. S.W. During the day, phone 244-9731. For 24-hour emergency service, call 244-5564.

HI STRANGER!

DIAL 96

you'll like it!

CFAC DIAL 96 RADIO

THE Tall Girl SHOP LTD.

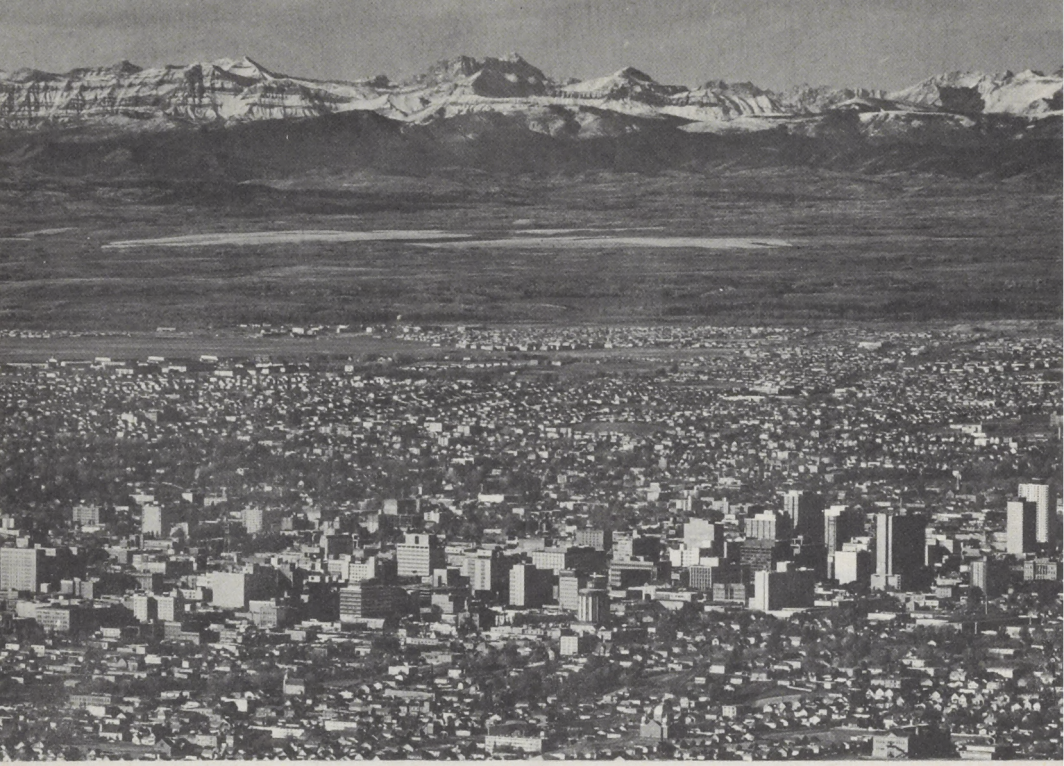
"Everything for the TALL girl"

CALGARY:
DOWNSTAIRS - 239 - 8 AVE. S.W.
PHONE 263-1486

EDMONTON:
DOWNSTAIRS - 10160 -102 STR.
PHONE 422-2998



Friendly directions are just a part of Calgary's famous Western Hospitality.





To meet the needs of a growing city — The University of Calgary Campus expands continuously.

Welcome to Alberta.
Province of happy surprises.



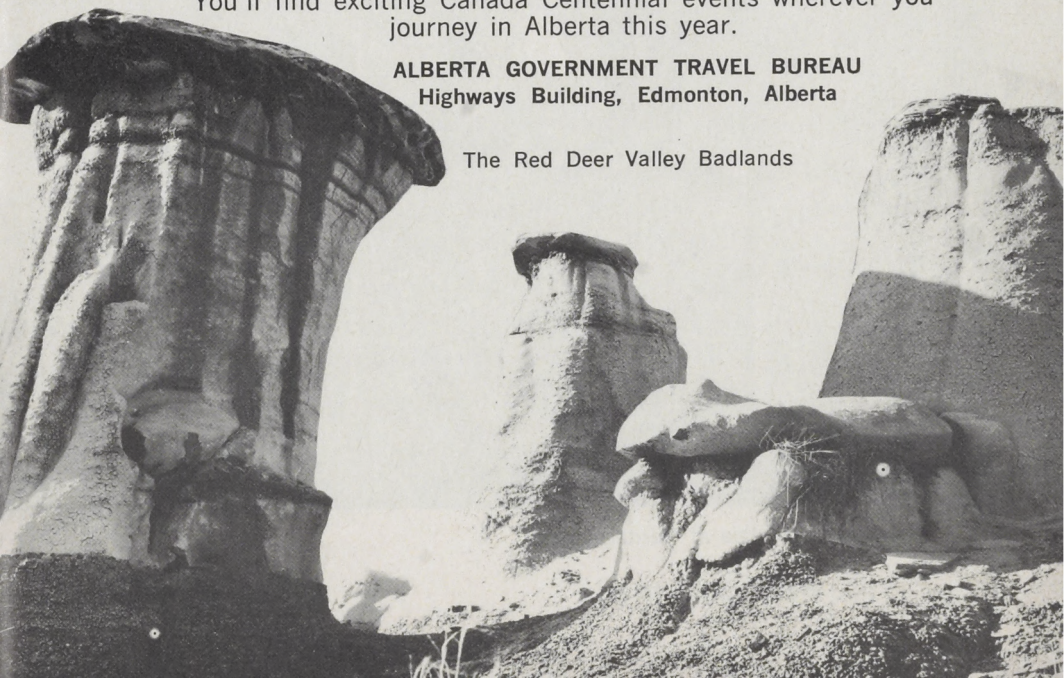


Majestic Victoria Glacier forms a dramatic background to a summer scene. Take your pick of our many and varied pleasures — canoeing on sunlit waters, fishing, trail-riding, golfing on some of the world's finest courses and exploring the weird-looking terrain of the Badlands, last resting place of prehistoric dinosaur fossils.

You'll find exciting Canada Centennial events wherever you journey in Alberta this year.

ALBERTA GOVERNMENT TRAVEL BUREAU
Highways Building, Edmonton, Alberta

The Red Deer Valley Badlands





Moments of nostalgia at Heritage Park.

New from Number One!

$88

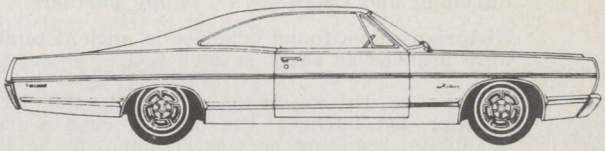
Hertz

- A full 7 days driving
- 500 free miles
- First tank of gas free
- A new Ford or other fun car
- Free pick-up

Telephone

263-8400

117 - 7 Ave. S.E.



THE CAROLINA

FIVE
RESTAURANTS
TO SERVE YOU

A Perfect Setting
For Entertaining or
Casual Dining

• *The Carolina* •

Featuring
The Fireside Dining Lounge
and Licensed
Lamplighter Lounge

255-4757
Chinook Centre

SELF-SERVE RESTAURANTS

- THE CAROLINA - DOWNTOWN
 Banquet Facilities - 619 Centre St. S.
- THE CAROLINA PATIO
 Lower Mall Chinook Centre
- THE CAROLINA TERRACE
 Mezz Floor Chinook Centre
- THE CAROLINA PATIO
 Westbrook Shopping Centre

Head Office: 264-0111

Ranching in Calgary

Long before the turn of the century, ranchers found in the Calgary area near perfect conditions for raising fine horses and superb beef cattle. The almost-like-magic formula consisted of many essential factors.

★ Never-short quantities of pure, mountain-born water.

★ A never too-hot or too-cold temperate climate.

★ A nutritive grass, the envy of the world.

★ Insects and pests at a minimum.

Calgary today is a hallmark in the world of choice beef and horses. Calgary stockyards annually process over $100 million in livestock. Calgary's annual Bull Sale is the largest of its kind in Canada. Horse sales in the colorful cowtown are attended by buyers from around the world.

Ranching and Calgary . . . happy partners.

Historians have found evidence in ancient tombs that Egyptian cattle were branded as early as 2000 B.C.

On the North American continent, the Mexicans originated the practice by burning the family coat-of-arms on their animals. Gradually, branding became common in the U.S. and Canada as the only practical means of identifying ownership.

There's a real romance in the branding story.

Some brands were a combination of known, accepted symbols while other owners reached for distinctive individuality. However, a very definite method of identification has been established over the many years.

—Continued on page 28

"If it's a good horse flesh . . .



"Meet me in St. Louis"

HOTEL

• DOWNTOWN •

430 - 8th AVE. S.E. • • CALGARY, ALBERTA

GOOD ROOMS ● FREE PARKING ● SENSIBLE RATES

"We Specialize in good food"

Phone 262-6341 Phone 262-6341

". . . or the world's finest beef, you'll find them in Calgary."



Airliner INN

- The GLOBE Licensed Dining Lounge. Dine and dance every Fri. and Sat. evening.
- Less than ½ a mile from airport . . . Free 24 hour Limousine Service for Guests to and from airport.
- The ASTRAL Licensed Lounge
- The FLIGHT DECK Coffee Shop

CREDIT CARDS ACCEPTED

The Diners Club American Express
Carte Blanche American Oil

4804 - 4th ST. N.E., CALGARY, ALTA., PH. 276-3391

—Continued from page 26

For your interest, the more common are shown below.

— Bar. In this, A-A would read the "A-Bar-A".

— Rail. Slightly longer than the bar. A—A would read "A—Rail—A".

Circle. Variations are possible here. OC would be the "Circle C", while © could be the "C in Circle".

Slash. This slanting line could run from left to right. Thus \A would be the "Slash A" and /B would be "Slash B".

Rocking. Added to a letter or number such as an A this would be the "Rocking A".

Reverse. Any letter could be used. B would be the "Reverse B" brand.

Diamond. As the circle. A would be the "Diamond A".

Box. X would be the "Box X".

Walking. For example B would be "Walking B".

Rafter. A half diamond over a letter or number, 6 would be "Rafter Six".

Lazy. A letter or number on face or back. B would be "Lazy B".

Tumbling. A letter or number partially turned. H would be "Tumbling H".

Bench. In this case Y would be "Bench Y" Y would be "Y Bench".

Half Box. 7 would be "7 Half Box" while 7 would be "Half Box Seven".

Flying. 10 "Flying Ten" or 5 "Five Flying". Sometimes adding a dash to a letter, such as V made it "Flying V".

Quarter Circles. 2 was "Quarter Circle Two".

Half Circle. B was "Half Circle B".

There were countless variations. The famous "Smoked Irishman," John Ware, one of the few Negroes to make a mark in ranching in the Calgary area, used 9999 as his brand for no other reason than 9 was his lucky number, so he used as many as the Brands Office would permit. A7 was, and still is, the brand of the pioneer Cross family. Branding is gradually losing ground to more modern methods such as tattooing, and ear-clipping, and with ever-increasing control of range-lands, will undoubtedly vanish before long. No one, however, can deny that brands have been a fascinating chapter of the West. And in closing this chapter, it is hoped the reader who, by carefully reading the foregoing details, will forgive us the listing of one brand that typified the robust and earthy humor of the pioneer ranchers. We leave it to you, friend reader, to decipher this brand as its originator meant it to sound. 2NP

MEMBERS OF IN CALGARY

MASTER HOSTS

THE DINER'S CLUB
AMERICAN EXPRESS

RECOMMENDED BY OFFICIAL APPOINTMENT
CAA CANADIAN AUTOMOBILE ASSOCIATION
AAA AMERICAN AUTOMOBILE ASSOCIATION

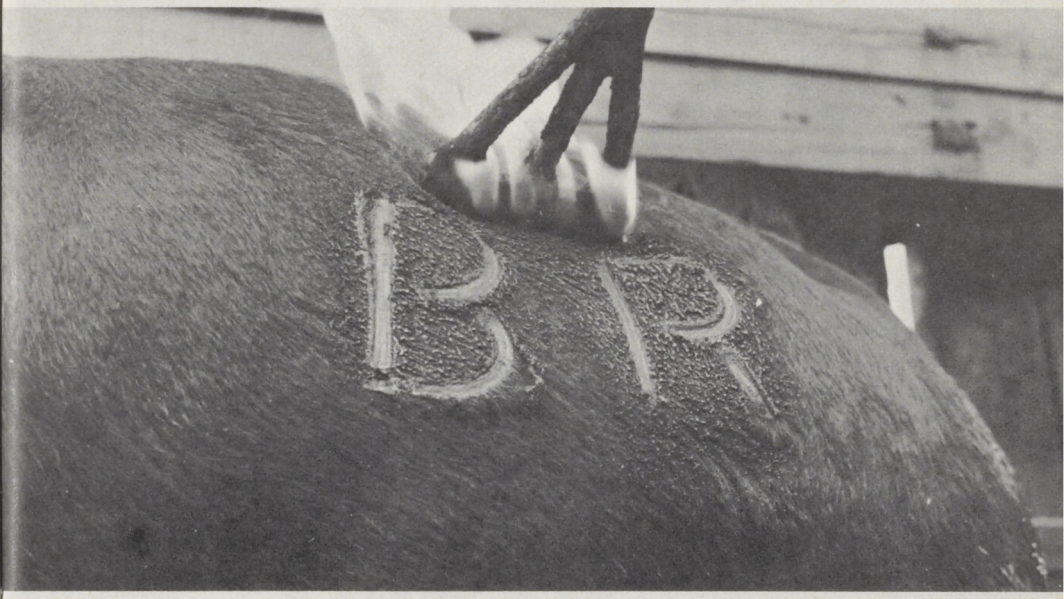
THE highlander
MOTOR HOTEL

Ph. 289-1964 Telex 038-2552

YOU'LL ENJOY YOUR STAY AT
Calgary's Leading Motor Hotel
Rates from $9.00

"A Place Ye Canna Forget"

On The Trans-Canada Highway — 16th Ave. - 17th St. N.W.



Putting the bar on a brand.



HAPPY VALLEY
TENT & TRAILER PARK



5 MILES WEST ON THE TRANS-CANADA HIGHWAY

- Super Modern Shower and Bathroom Facilities
- Coin Laundry and Ironing Conveniences

PHONE
288-5811

- Numerous Camp and Trailer Sites With or Without Utilities
- Among Trees by River

400 Acres of Picnic and Playgrounds, Indoor and Outdoor Pools, Golf, Horseback Riding, right at your doorstep.

ENJOY ONE STOP SHOPPING

CHINOOK SHOPPING CENTRE

featuring

Woodward's

A COMPLETE DEPT. STORE
A FAMOUS FOOD FLOOR
AUTO SERVICE CENTRE

PLUS

85 FINE STORES & SERVICES

Chinook Shopping Centre at 66th Ave. & Macleod Trail

Just Like Hawaii!

CHINOOK'S CLIMATIZED MALLS

Always 72°

















Woodward's *and* 85 STORES
Waiting to Serve You

*Agnew Surpass Shoes
*Alberta Liquor Store
Alberta Piano
*Bamboo Inn
*Betty Shop
Big Top Dairy Bar
Birks — Henry & Sons
Bob Inglis Music Shop
*Burritt Travel Service
Calgary Fabric Centre
*Calgary General Insurance
*Calgary Herald
*Carolina Restaurant
*Carolina Patio
*Carolina Terrace
Canada Permanent Trust
*Carlton's Cleaning Carousel
Carriage House
*Cavalier China & Gift
Chinook Art Gallery
Chinook Barber Shop
*Chinook Bowladrome
Chinook Coin Shop
*Chinook Delicatessen
*Chinook Insurance
*Chinook Key Shop
Chinook Knitting Bag
*Chinook Optical Lab
*Chinook Shoe Repair
Chinook Stereo Centre
*Chinook Theatre
*Chinook Ticketorium
Chinook Watch & Clock
Clinic of Massage
D'Alliards
Daytons Fashions
Esquire Barber Shop
*Fabric Care Cleaners
*Finney-Rogers Sports & Hobbies
*Foothills Bakery
*Hale Optical
Hollingsworth & Co.
Holt Renfrew
*Household Finance Co.
*Investors Syndicate
*S. S. Kresge
Lad & Lassie
MacKenzie Jewellers
*Macleod Bros.
*Maison Jakes
*Manpower Services
Margo's Boutique
*Marshall's Pharmacy
*Mayfair Taxi
McCullough Fabrics
Melton Real Estate
Merle Norman
Merrells Maternity
National Trust
*Niagara Finance
*Normans Beauty
*Nut House
*Pedersen Bros. Florist
*Penley Drugs
*Penningtons
*Public Library
*Reitmans
Roberts Shoes
*Rosedale Cleaners
*Save-On-Meats
Silk-O-Lina
Singer Co.
*Smitty's Pancake House
*Spences Shoes
Sylberts Shoes
*Tip Top Tailors
*Toronto Dominion Bank
*Treasury Branch
*United Cigar Store
Vacuum Rebuilders
Willson Stationers
Wig Shoppe
Woodward's Dept. Store
Woodward's Food Floor
Woodward's Service Station
K. Ladell — Chirptr.
*Dr. Tharp — Optometrist
*Medical Offices
*Dental Offices

FREE PARKING FOR 3500 CARS

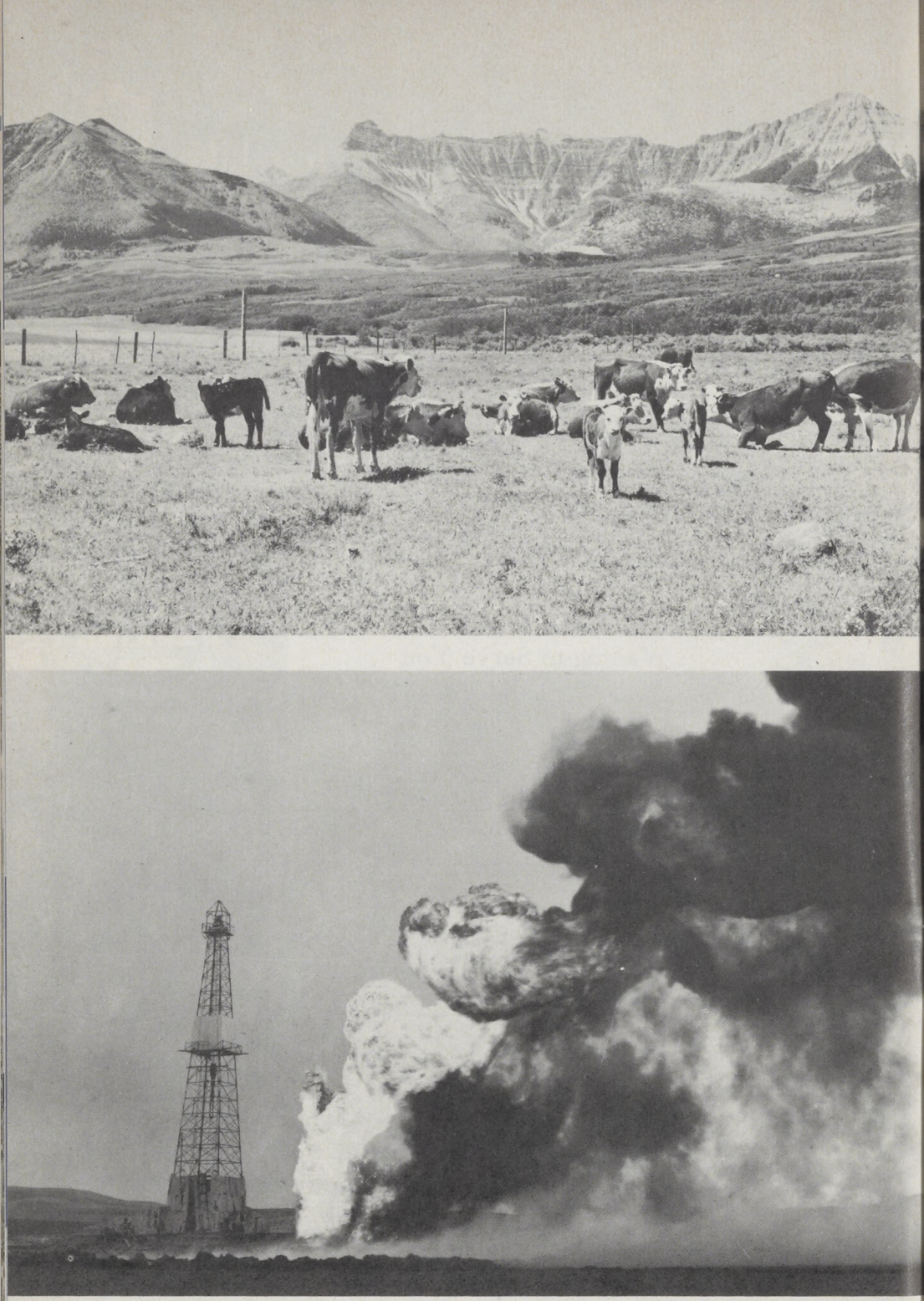
POST OFFICE & MEDICAL OFFICES

SHOP THURS. & FRI. TILL 9 p.m.

STORE HOURS:

Tues., Wed., Sat. - 9:30 a.m. to 6 p.m. Thurs., Fri. - 9:30 a.m. to 9 p.m.

* Denotes Stores Open Monday 9:30 a.m. to 6 p.m.



A spectacular but common sight in the Calgary area.

New Symbols Of Excellence In Dairy Products



Crystal ice cream

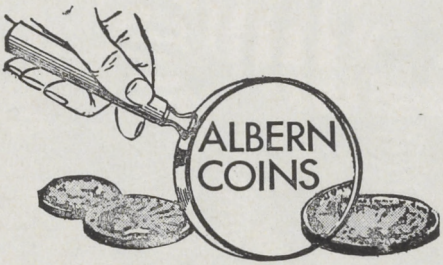
A COMPLETE LINE
OF DAIRY PRODUCTS
AT YOUR DOOR
OR AT YOUR STORE
FROM CALGARY'S
FINEST DAIRY

Union Milk

ALBERT WATSON - ERNIE WATSON

MEMBERS OF C-N-A

Investment enquiries solicited





Calgary's Friendly Coin Dealers

COINS

Bought - Sold - Traded

Supplies and Accessories Sold

1224 - 9th Ave. S.E.
"At the Zoo Turnoff"

265-5308 • 265-1353



"DINNY", a popular sight at the Calgary Zoo.



Pair of Grant Zebra.

Barney's

TAKE HOMES

Pick up Kentucky Fried Chicken, Barney's famous Steerburgers, Old-style Fish 'n Chips, etc., at any of these convenient locations — or, for delivery to your home, hotel or motel within minutes, just dial the letters that spell "Chicken" on the 'phone.

CALGARY IS THE ONLY CITY IN THE WORLD WHERE YOU CAN DIAL 'C-H-I-C-K-E-N' AND GET CHICKEN DELIVERED TO YOUR DOOR.

Wales Hotel, 709 - 2nd Street S.W.	263-3648
Stampeder Hotel, 3828 Macleod Trail	243-6681
1240 - 17th Ave. S.W.	244-2536
905 - 37th St. S.W.	242-2393
907 - 82nd Ave. S.W.	255-7840
832 - 16th Ave. N.W.	289-8200
336 - 9th Ave. N.E.	263-1951

(Also in Banff on Cascade Drive)



Colonel Sanders' Exclusive Recipe

Kentucky Fried Chicken

REG. U.S. PAT. OFF. COPYRIGHT 1964 BY HARLAND SANDERS

FINE FOODS for every occasion

Out-on-the-town or relaxing indoors, Barney's Fine Foods make mealtimes a delight!

HOTEL WALES

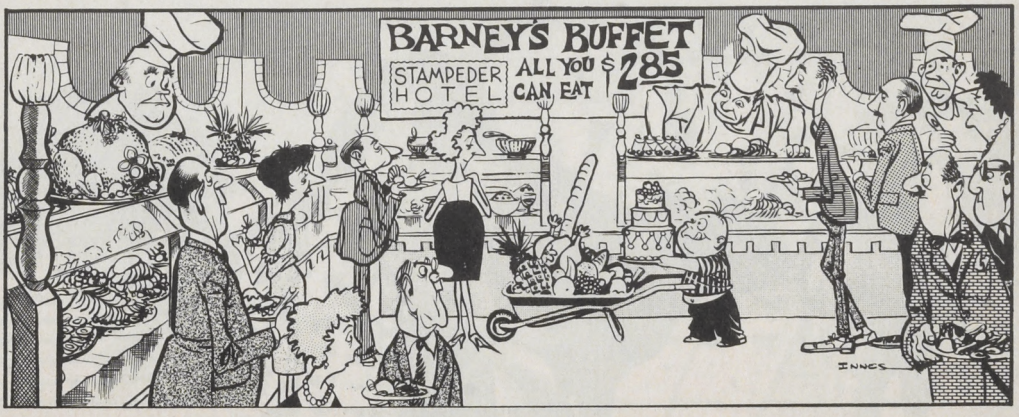
Coffee Shop and Dining Room

Full restaurant and coffee shop facilities, including Barney's famous Steak Room, featuring guaranteed steaks and prime beef cuts.

STAMPEDER HOTEL

Coffee Shop and Dining Room

Home of Barney's incredible Buffet . . . all you can eat of whatever you please for just one reasonable fee!



The Calgary Stampede

"THE BEST DAD-BURNED SHOW IN THE WORLD"

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair, became the Calgary Exhibition and Stampede, today the greatest outdoor show on earth.

Stampede time in Calgary is literally a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves, and join in the fun.

The show period features a six mile parade thru the downtown area on Monday morning. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon but Sunday, from 1:30 to 5. In addition to the rugged and spectacular events such as bucking bronks, brahma bull riding and steer decoration, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races present one of the most thrilling events to be found anywhere.

Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.

Brahma bulls are rugged competitors.





Toby Jug

LOUNGE

Starlight Room
(Licensed)
Royal Dining Room
and
Coffee Shop

"House Specialties"

RED BRAND STEAKS

JUMBO SHRIMPS

FRIED CHICKEN

In Hotel Royal — on 2nd St. West — Between 7th and 8th Avenues
Calgary, Alberta

DON FORSTER

The finest imported woollens, tastefully styled by Canada's foremost tailors

A Visit to Don Forsters' will add interest to your stay in Calgary

Fine Clothing for men and young men, distinctive haberdashery,

Knox hats, Dack shoes

PH. 264-3440

335 - 7th Ave. S.W.

AMERICAN EXPRESS CARDS

MEMBER OF THE Diners CLUB

Steer decorating — fast and dangerous — is a popular event every afternoon at the Calgary Stampede.

Togetherness in a situation like this is a fleeting thing, but it's only one of the hundreds of exciting moments at the Calgary Stampede.



The Westgate Motor Hotel . . CALGARY'S NEWEST

- 40 NEW 4-STAR UNITS
- COFFEE SHOP . . . DINING ROOM
- FULLY LICENSED LOUNGES
- AMPLE FREE PARKING
- BANQUET & CONVENTION FACILITIES



LOCATED IN CALGARY'S WEST END . . . 10 MIN. FROM DOWNTOWN

1111 - 33rd Street S.W. . . . Phone 249-3181

On the Banff Coach Rd. leading to and from Banff



"Where the action is."



BRING YOUR CAMERA



"Oops"



Thoroughbred racing (with pari-mutuel) every day at the Stampede.

Pinecrest

LOOK FOR PINECREST'S BARBECUED "READY TO SERVE" CHICKENS WHEN YOU'RE SHOPPING . . . IDEAL FOR PICNICS AND TRAVELLING.

READY-TO-COOK POULTRY

•

Supplying all Calgary's leading restaurants and stores with the finest quality government-inspected poultry products.

•

PINECREST POULTRY SALES LTD.
2126 HIRST ROAD – 265-1571

Hotel Wales

200 Beautifully Furnished Rooms with TV and Radio

Family Plan

Free Outdoor Parking for Registered Guests

Black Knight Lounge

★

Barney's

Shield Dining Lounge
and
Popular Coffee Shop

709 - 2nd St. West
Phone 266-1031



Chuckwagon racing originated at the Calgary Stampede and is still the most exciting racing event since Ben Hur was winning chariot races.



Agriculture and Calgary

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complementary industries. Today three large flour mills and a huge malting plant operate within Calgary city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.

AMPLE FREE PARKING

COFFEE SHOP
COCKTAIL BAR

GEORGIAN TERRACE
LICENSED LOUNGE

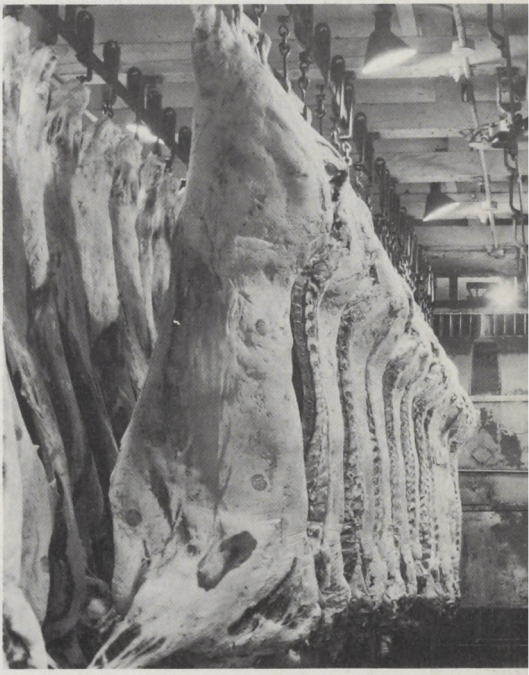
Stampeder
MOTOR HOTEL

50 Rooms with Bath and Telephone — TV — Moderate Rates

3828 MACLEOD TRAIL TEL. 243-5531

No. 2A HIGHWAY SOUTH (1 MILE S. OF STAMPEDE GROUNDS)





Alberta leads in agriculture.

16 Modern Units — Mountain View

Moderate Rates

15 Minutes to City Centre

Comfort and Privacy

GREEN GARDENS

motel & trailer court

HIGHWAY 1A EAST

3211 - 17 Ave. S.E., Forest Lawn
Calgary
Phone 272-3317

Sulphur is only one of the many by-products of the petroleum industry in Calgary.



Oil and Calgary

It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, some 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada additional benefits to the city are already beginning to appear. A huge pipe mill is steadily turning out the necessary pipe for the program.

By products, such as sulphur, fertilizer, rubber and plastics are part of the new development in industry giving Calgary a healthy industrial growth rate.

Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry, live in the city of Calgary. In fact, under the jurisdiction of the United States Consulate in Calgary, there are over 87,000 American citizens, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.

Ranching finds petroleum in the Calgary area is a compatible partner.









Here's What! . . .

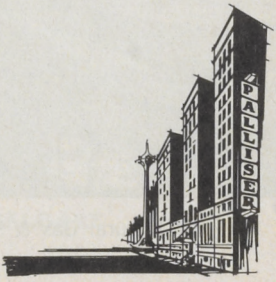
- Every room in the Palliser has been completely refurnished.
- The Palliser provides free undercover car parking for registered guests.
- The Palliser has free ice service on each floor.
- No other Calgary hotel can match the Palliser's central location.
- The Palliser's Rimrock Dining Room serves the finest food in Calgary.
- The Palliser features nightly entertainment, in the completely new Rimrock Lounge.
- The Palliser has dining and dancing each Friday and Saturday night to the Stardells and Gloria Berdahl.

In fact, the Palliser is Calgary!

Find out for yourself . . . Reserve direct by phoning **266-8621**

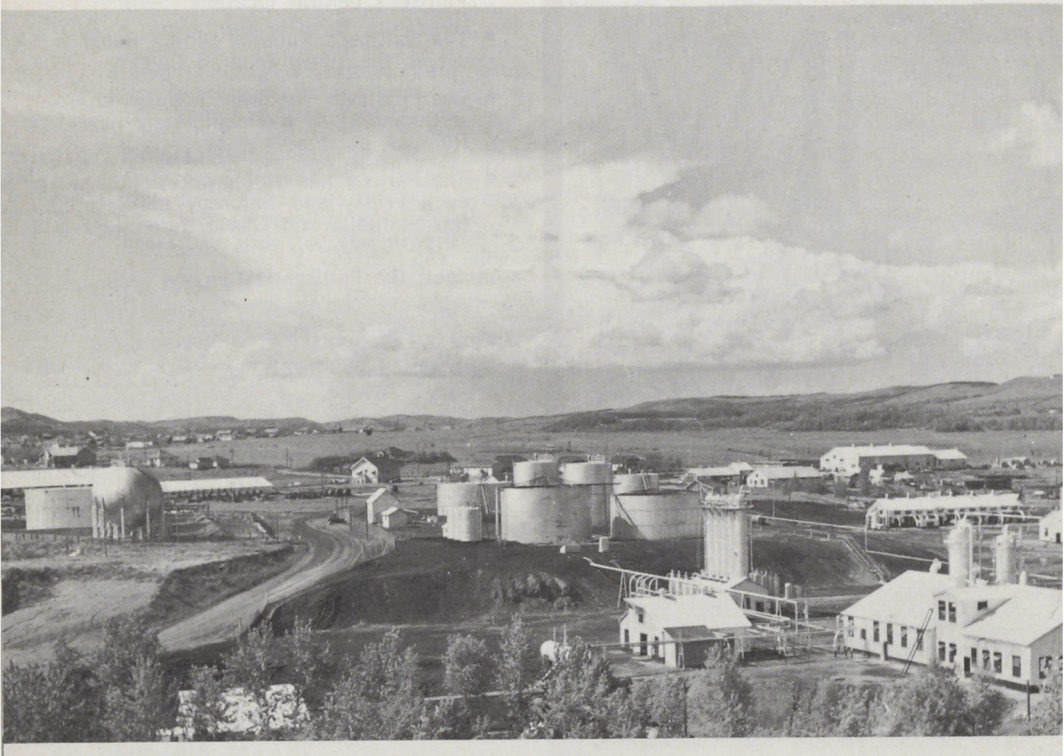
The PALLISER HOTEL

Always the finest, friendliest hotel service in Calgary.





Grain and oil, partners in the buoyant prosperity of Calgary.



Madison Natural Gas & Sulphur Plant, Black Diamond.



Horses are often used by geologists in the never ending search for Alberta oil.

'elbow room'

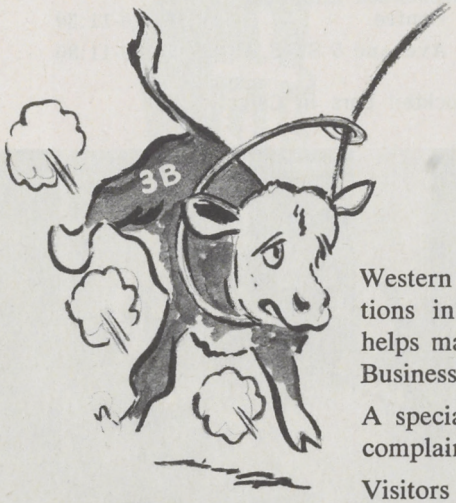
RELAX . . . down by the riverside. Elegant Park-like setting. Tasty Meals - **STEAKS, PRIME RIBS, BUSINESS LUNCHEON SPECIALS.**

Diner's Delight-Morning, Noon or Night! Opposite Stampede Grounds.

Elbow LODGE MOTOR HOTEL

2 ST. & 19 AVE. S.E. PHONE 269-6771

IN EDMONTON — IT'S THE GREENBRIER



You won't get roped-in here, pardner! The ranch-hands of the Triple-B are ridin' herd on rustlers.*

Western hospitality and a square deal are traditions in Calgary. Community-spirited business helps maintain these traditions through its Better Business Bureau.

A special service to handle visitors' inquiries or complaints is available at the B.B.B.

Visitors are assured of satisfaction when they deal with reputable firms.

* Members of the Better Business Bureau

BETTER BUSINESS BUREAU CALGARY Before you invest - investigate

BETTER BUSINESS BUREAU OF CALGARY

#404 - 630 - 8 Ave. S.W.

269-3905

Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

BOTTLE SALES — (Liquor, wines beer). Available through government-controlled outlets only. Locations and hours listed below.

LICENSED—The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

Licensed Premises or Tavern — Beer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

Licensed Lounge — Usually indicates premises where full cocktail facilities are available.

Dining Lounge — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

BEER SALE—Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as mentioned above, at all premises showing the sign, licensed.

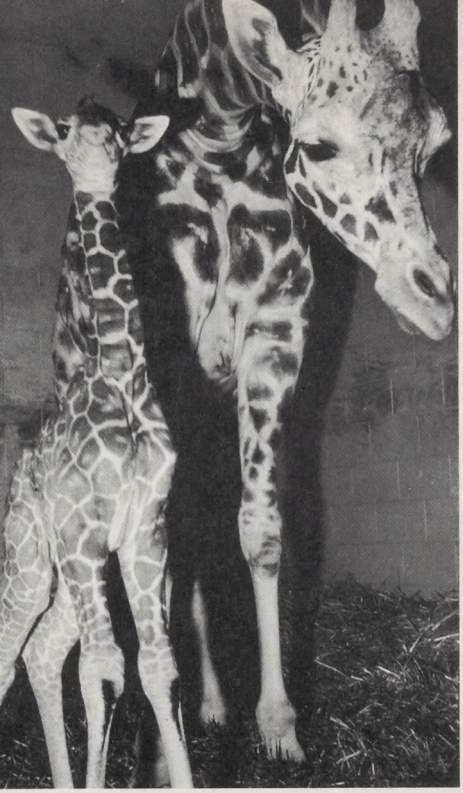
Sorry if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours, of course) call 269-1677 and we'll be happy to explain the situation.

Calgary Liquor Stores — Open Monday thru Saturday.

	AM	PM
3504 - 19 Street S.W.	10:30-11:30	
52 Bowness Shopping Centre	pm	1:30- 9:30
6121 Macleod Trail	10:30-11:30	
914 - 11 Street S.E.	10:30-11:30	
3101 - 17 Ave. S.E.	pm	1:30- 9:30
Shopping Centre, 1838 - 14 Ave. N.W.	10:30-11:30	
1716 - Centre Street N.	10:30-11:30	
1140 - 17 Ave. S.W.	10:30-11:30	
826 - 5 Street W.	10:30-11:30	
Shopping Centre, 37 St. and 12 Ave. S.W.	10:30-11:30	
Brentwood Shopping Centre	10:30-11:30	
4 Ave. and 5 St. S.W.	10:30-11:30	

There's a wide variety of dining lounges and cocktail bars in Calgary. All happy to welcome you "as you are".





Polly, baby giraffe, born in the Calgary Zoo in February 1967.

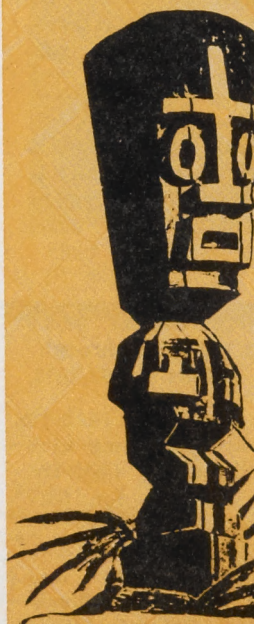
RELAXING,
COUNTRY CLUB
ATMOSPHERE

GUVNOR'S GRILL
CALGARY ALBERTA

- Specialists in Delicious Sea Foods and Steaks
- Licensed Lounge
- Restful Surroundings

CENTRAL DOWNTOWN LOCATION ...
in the Royalite Building ...
7th Ave. & 2nd Str. S.W. CALGARY

PHONE 269-7890



polynesian restaurant

FREE PARKING

DINE IN AN EXOTIC
TROPICAL PARADISE

the BEACHCOMBER

- OPEN FIRE CHARCOAL BROILED STEAKS
- SEA FOOD SPECIALTIES
- POLYNESIAN CUISINE

611 - 7th AVE. S.W.
RESERVATIONS
264-1000

THE STEAK PIT
the ROYAL HAWAIIAN Lounge
BANQUET FACILITIES

Sports in Calgary

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call 269-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

ARCHERY: Phone 282-8244, Mrs. L. Cobb, for full details.

BADMINTON: Played all year round in schools, colleges, Y.M.C.A. and Y.W.C.A.

BASEBALL: Babe Ruth, Pony and Little League play on regular schedule. Call 269-1677.

BILLIARDS: Several fine billiard halls open all year. For locations, call 269-1677.

BOATING: Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park.

BOWLING, FIVE AND TEN PIN: Thirteen alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations.

BOWLING, LAWN: Five superb lawns in the city. Full particulars available through 269-1677.

BOXING: Bouts held regularly. Dates and details available at 269-1677.

CANOEING: Exceptional canoeing areas. Anyone interested is urged to call John Dicey at 249-4971 or 262-7956.

CRICKET: Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 Street N.W. Call Phil Heighton at 277-1574.

CURLING: Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where rocks and brooms can be rented. Elbow Valley Curling Rink, Richmond Road and 69 Street S.W., open all summer for curling. Call 242-4494 for reservations and other details. Phone 269-1677 for other particulars.

DANCING: Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call 269-1677 for exact details.

FASTBALL: Several leagues, men's and women's, play regularly throughout the summer. Details at 269-1677.

FENCING: An active fencing club invites your participation. Call Dr. L. G. Cody at 244-2294 for particulars.

FIELD HOCKEY: Played regularly during the summer. Get full details by calling Cy Hayes at 263-4567.

—Continued on page 52

RATES
$6.50 UP



"In the Centre of Everything for the Convenience of Everyone"

HOTEL EMPRESS

219 - 6th Avenue S.W.

Ph. 262-1141

FREE PARKING • LICENSED DINING LOUNGE
TV • RADIO • TELEPHONES
ICE AND SOFT DRINK DISPENSERS (EVERY FLOOR)

DINERS CLUB AMERICAN EXPRESS



Field Hockey — another fascinating spectator sport played during season in Calgary.

IN CALGARY

Phone 277-0161

Telex 038-2462

MODERN
- 65 Rooms
- Combination Bath & Shower
- Room Phones
- Television & Radio
- Swimming Pool
- Playground

RATES 6.50 & UP

IMPERIAL
CROSSROADS MOTOR HOTEL
CALGARY ALBERTA

2120 - 16th AVE. N.E.
ON TRANS-CANADA HIGHWAY

CONVENIENT
- Reserve by Telex or Phone us Collect
- 24 Hr. Switchboard
- Airport Courtesy Car
- Ample Free Parking
- Plug Ins

MEETING ROOMS

DINERS' CLUB • AMERICAN EXPRESS • CARTE BLANCHE

CONVENTION FACILITIES

COFFEE SHOP • DINING ROOM • LICENSED LOUNGE

SPORTS—Continued from page 50

FISHING: So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

FLYING: Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at 277-4048 for details.

FOOTBALL: Professional football at its best played in McMahon Stadium during Fall season. High School and Junior schedules provide plenty of football action.

GOLF—See page 84 for all details.

HARNESS RACING — Sulky racing with pari-mutuel betting. Aug. 16-26 at Victoria Park. Call 269-1677 for details.

HOCKEY: Professional and a wide range of amateur leagues operate through the winter. Call 269-1677 for schedules and locations.

HORSE RACING: Pari-Mutuel in operation at horse races held on the dates listed below. All races held at Victoria Park.

Friday, May 12-Monday, June 5.
Thursday, July 6-Saturday, July 15.
Saturday, Sept. 2-Monday, Sept. 18.

HORSE SHOW: Several a year, with the finest horse flesh on display. 269-1677 will give you dates and details.

HUNTING—See page 92 for full details.

MOUNTAIN CLIMBING: Much of the very best is so near—at Calgary. Call 289-7633 for details.

MOTORCYCLE RACING: Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—273-5676.

POLO: Polo has been played in Calgary since 1912. Call 269-1677 for dates and locations.

RIDING: Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at 269-1677.

ROCK HUNTING: For details on this fascinating hobby, call Oscar Green at 269-3070 or the Calgary Rock and Lapidary Club, 262-6305 or 288-2147.

ROWING: The very active Calgary Rowing Club operates racing shells on Glenmore Lake. Contact Dave Matthews: Bus. ph. 269-4951, Res. 249-5483.

RUGBY: Amateur league in season. Get details from John Dicey at 249-4971 or 262-7956.

SKATING: Many excellent rinks to choose from through winter months. Skates for rent. Natural and artificial ice. Call 269-1677 for locations.

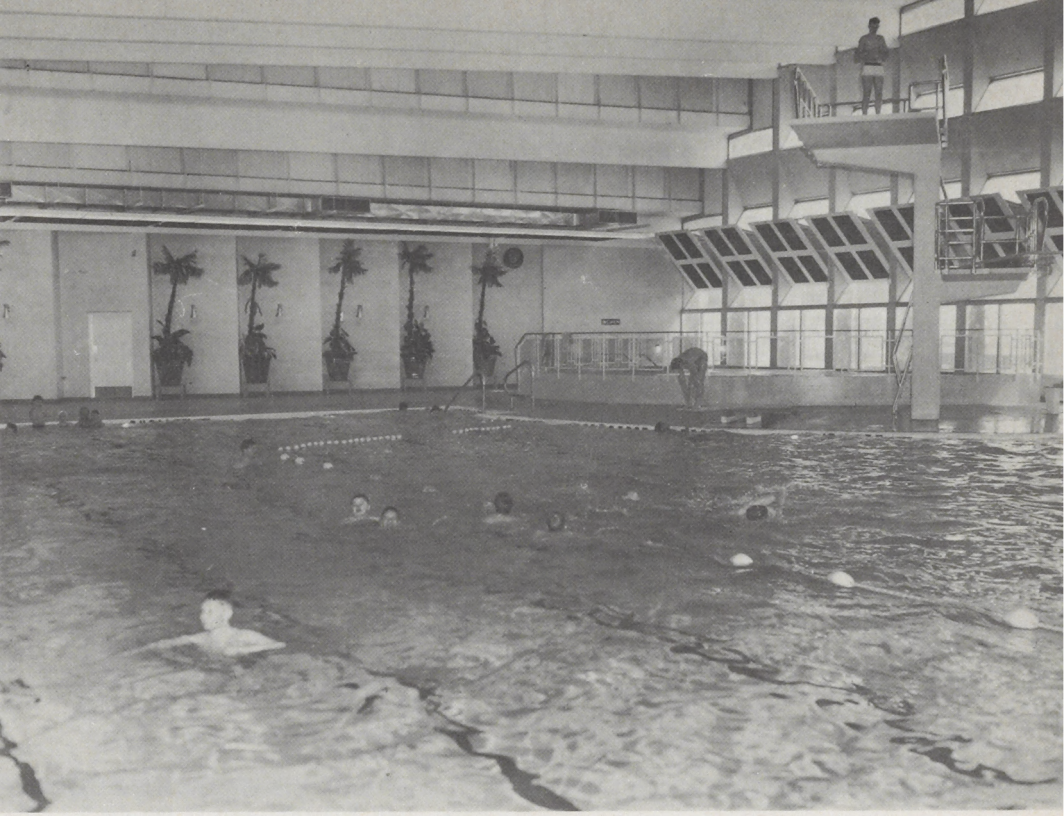
SHOOTING, TRAP & SKEET: Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 Street N.E. Call 277-3305.

SKIING: Fine skiing facilities are so very near during the winter months. Call 269-1677 for locations and conditions.

SKIN-DIVING: Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, 289-3642.

SQUARE DANCING: A popular pastime in Calgary. Jamborees and general dances held regularly all year. Call Don Conroy for details—282-2840.

—Continued on page 54

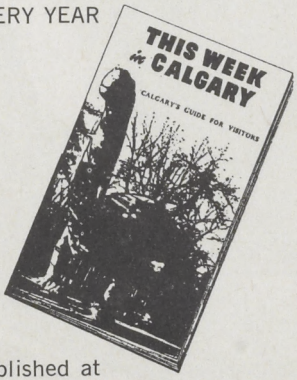


What's on in Calgary?

WE ANSWER THIS QUESTION FOR OVER A ¼ MILLION VISITORS EVERY YEAR

ASK FOR **YOUR** FREE COPY . . .

Available at Leading Hotels or Motels in Calgary



Published at
621 - SIFTON BLVD., CALGARY
TELEPHONE 264-2756

Silk-o-Lina

FEATURING LOWEST PRICES ON

Ladies' Wear

Nice Range of English Woolens — Fabrics, Etc.

WEDDING GOWNS OUR SPECIALTY
(AT DOWNTOWN STORE)

3 STORES TO SERVE YOU

South — Chinook Centre — 252-5074
Downtown — 119 - 8 Ave S.W. — AM 2-7262
North Hill — Calgary Shopping Centre — AV 9-3909

SPORTS—Continued from page 52

SWIMMING POOLS: Open 9 a.m. to 10 p.m. Monday through Saturday; Sunday 9 a.m. to 6 p.m. for July and August.

Acadia—88 Ave. & Fairmont Drive, S.E.

Bow View—5 Ave. & 18 St. N.W.

Bridgeland—Just south of General Hospital.

Forest Lawn—16 Ave. & 39 St. S.E., Forest Lawn.

Happy Valley—5 miles west on No. 1 Highway.

Highwood—East of Northmount Dr. & approximately Holmwood Ave.

Inglewood—14 St. & 17 Ave. S.E.

Millican—70 Ave. & 20A Street S.E., Ogden.

Mt. Pleasant—22 Ave. & 6 St. N.W.

South Calgary—31 Ave. & 15 St. S.W.

Stanley Park—Riverdale Ave. & 4 St. S.W.

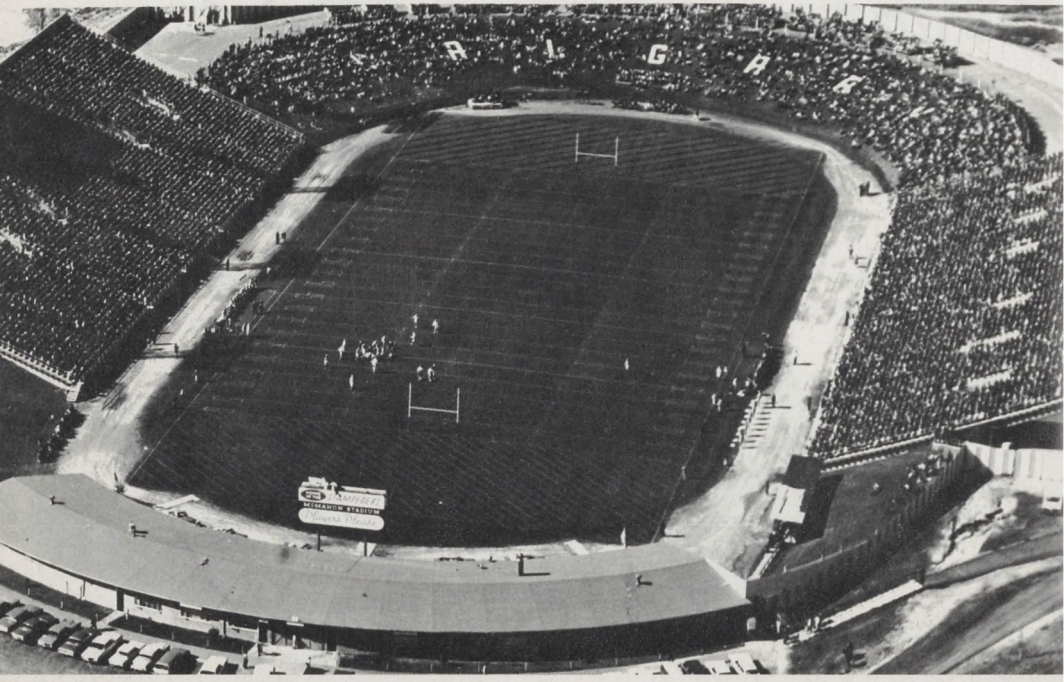
East Calgary—In Calgary Brewery Grounds.

TENNIS: Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 Street S.W. or telephone 244-5302 or 269-1677.

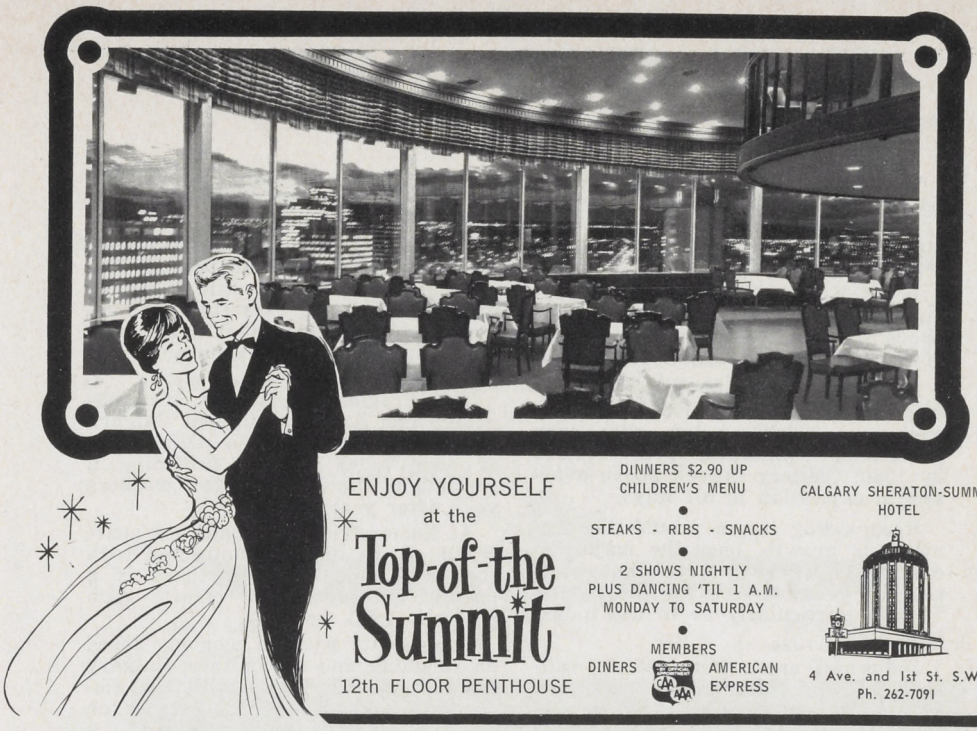
WATER SKIING: See Boating . . . The same locations suitable for water skiing.

WRESTLING: Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary, so call 269-1677 for the time and place of scheduled bouts during your visit.

Your favorite sport may possibly have been overlooked. The Calgary Tourist & Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call 269-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!



Pro, college and high school football is one of Calgary's favourite spectator sports.



ENJOY YOURSELF
at the
Top-of-the Summit
12th FLOOR PENTHOUSE

DINNERS $2.90 UP
CHILDREN'S MENU
•
STEAKS - RIBS - SNACKS
•
2 SHOWS NIGHTLY
PLUS DANCING 'TIL 1 A.M.
MONDAY TO SATURDAY
•
MEMBERS
DINERS CAA AAA AMERICAN EXPRESS

CALGARY SHERATON-SUMMIT HOTEL

4 Ave. and 1st St. S.W.
Ph. 262-7091



Cricket—Played every weekend during the summer.

Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to well over 300,000 today, with even pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving through planned areas such as Highfield you see names that are familiar in any part of North America. Firms with home bases in United States, England, Germany and other countries have established plants in Calgary.

In addition to assistance provided by Ken Ford, the Industrial Co-ordinator, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall, Calgary, Alberta.



Oil refineries are integral part of Calgary's petroleum industry.

WELCOME
to
CALGARY

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM

CITY OF CALGARY

JACK LESLIE
Mayor

K. S. FORD
Industrial Co-ordinator





Camping is real fun in and around Calgary.

Travelling South from Calgary

As you head south from Calgary, on Highway No. 2, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

The Big Ditch—Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

Avenue of Trees—Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns —a man who planned for the future in a tangible, attractive manner.

High River—Here's a pleasant town with a proud background in the history of Alberta. A town whose people still observe the warm, friendly traditions of the old west. Camp and picnic facilities, a swimming pool and willingly helpful citizens make a stop here a memorable part of your trip.

Nanton — A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stopover on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

Claresholm—Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere—Claresholm is one of Canada's major ranching centres. Ask anyone—they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

—Continued on page 60



Waterton Lakes National Park is one of the most peaceful, truly beautiful areas in the world.



ENJOY FIRST CLASS COMFORT IN CALGARY

Conveniently located only 5 minutes from City Centre — yet with plenty of free parking. Directly opposite Canada's largest and most complete shopping centre. Reasonable rates and every convenience.

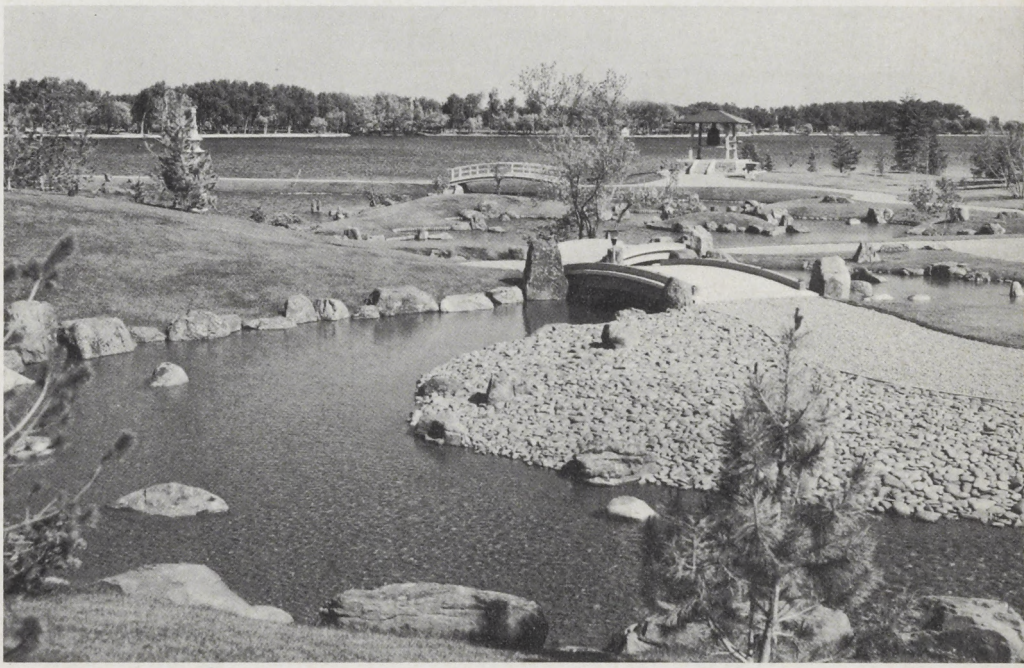
- Luxurious Captain's Table
- Dancing and entertainment
- Sinbad Dining Lounge
- Heated Swimming Pool
- Coffee Shop
- Free Parking
- Banquet Facilities

Trade Winds MOTOR HOTEL

MACLEOD TRAIL AND 66 AVENUE SOUTH

For Reservations:

TELEPHONE 252-2211 **TELEX 038-2511**



The City of Lethbridge, Alberta, is famous for its many parks, the newest of which is the beautiful Japanese Garden, the city's centennial project.

—Continued from page 58

Fort Macleod — Founded by the original North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds and excellent facilities are available at all times.

Cardston—The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds, too.

Waterton Lakes — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping are all available in Waterton Lakes.



Stop at the TAP in Nanton.
Everyone does.

SINCE 1907

H. F. CLARKE LIMITED

heating, air conditioning, process and industrial equipment

Working for Your Comfort in Supplying Air-Conditioning, Boilers, Pumps in Prominent Motor Hotels

- THE CROSSROADS
- THE TRADE WINDS
- HEPBURN'S
- ELBOW LODGE
- THE CARAVAN
- RAMADA INN
- THE BAYSHORE INN
- GOLDEN ARMS
- SWISS VILLAGE
- DEER LODGE
- NORTHLANDER
- CALGARY INN
- NEW NOBLE HOTEL
- VOYAGER INN

5220-1A STREET S.E. **TELEPHONE AL 5-0186**



Mormon Temple—Cardston.



WELCOME TO CALGARY

TAKE PRIDE — ENJOY A CLEAN RIDE

We offer you a complete soft water car wash service

- SPRAWAX TREATMENT
- GAS AND OIL
- TAR REMOVAL
- MOTOR STEAM

Use your ESSO Credit Card for any purchase

KWIK KAR WASH

718 - 17th Ave. S.W. **Phone 263-4017**

8 blks west of the main entrance of the Stampede Grounds



The Drumheller Valley Badlands present a turbulent maze of dolomites, buttes and other formations, known as "Hoodoos", a weird and fascinating area created by wind and water erosion.

The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favorite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystallized shells and other interesting souvenirs. You get a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favorite with thousands of visitors every year.

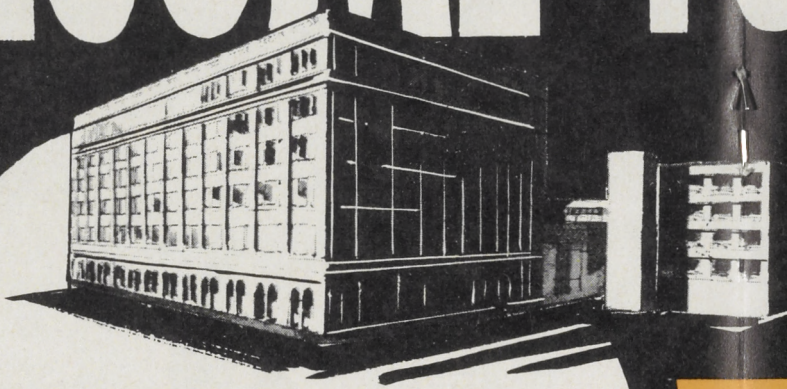
Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".



Dubbed "the biggest little church in the world," the Chapel of Meditation stands alone on the edge of the Dinosaur Trail, four miles west of Drumheller, Alberta. It measures seven feet by twelve feet, and accommodates a maximum of six worshippers.

WELCOME TO



CALGARY'S LEADING DEPARTMENT STORE

Calgary's first trading post has grown with the city the past 92 years to become its foremost department store. Located in the heart of downtown Calgary, the Bay has seven floors of merchandise from all over the world, including famous furs and Hudson's Bay Point Blankets, as well as English china and French perfumes.

- The store for everyone in the centre of everything . . . on First Street West between Seventh and Eighth Avenues. During the summer, most tourist buses begin their tours from points near the Bay.

- There's room for over 1,000 cars in the Bay Parkade* on Sixth and Seventh Avenues, just a Skywalk away from the Third Floor of the store. Have your car serviced in the Parkade* Service Station while you shop.

* R.T.M.

- Stop at the Post Office, conveniently located on the Second Floor of the Bay, to mail the gifts you've bought for friends back home. The friendly staff will explain to you Customs and Postal regulations.



D CALGARY &

the Bay

OLD IN YEARS, YOUNG IN OUTLOOK

The Bay has grown mightily since its first fur posts were built on Hudson's Bay nearly three hundred years ago by royal charter of King Charles II. Though it still has about 200 northern stores and trading posts, to most people Hudson's Bay Company means modern department stores . . . "The Bay" in western Canada, "Morgan's" in Ontario and Quebec. In Alberta there are department stores in Edmonton, Red Deer and Banff, as well as Calgary.



CHINOOK RANCH FOR FOOD

When you're shopping at the Bay, relax with a quick snack or a full course meal in the western atmosphere of the Bay's Sixth Floor cafeteria. There's seating for 600, with a Rangeman's Room for the men, a Rock Garden for the ladies, and lots of family room overlooking the city.

for quality
and style authority
in suits
sports jackets - slacks



FEATURING BRITISH WOOLENS

JACK FORMAN'S

MEN'S WEAR

327A - 7th Avenue S.W. - Phone 269-1220

BRIAN (RED) DAVIS, PROP.

HATS BY:

- STETSON
- DOBBS
- BORSALINO
- CHRISTY



TARTAN CAPS - STRAWS - FELTS

SHOES BY
SLATER OF CANADA

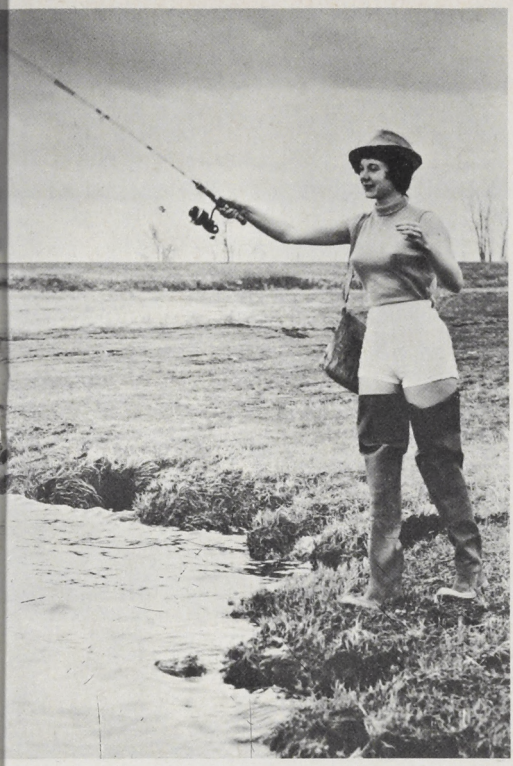


WESTERN WEAR

SHIRTS • TIES • BELTS

ACCESSORIES

Calgary's famous White Hats are our specialty



Even the girls enjoy fishing around Calgary.

Ted McGregor

IMPORTED BRITISH WOOLLENS

- Cashmere sweaters — a vast selection— Braemar, Hogg of Hawick, Pringle and Lyle & Scott.
- Burberry topcoats, Chester Barrie suits and coats, Liberty blouses and pure silk scarves, County Sports of London knit suits.
- Canadian hand-woven skirts — Madawaska weavers.

DIRECT IMPORTERS

818 - First Street S.W.

Half Block North of Palliser

Phone 262-5327



ALBERTA ICE COMPANY LTD.

For Information or Directions

Phone 262-2633
262-7326

24-HR. SELF-SERVE ICE AVAILABLE AT THE FOLLOWING LOCATIONS: *(In block or bag)*

Shell Service Station — 9th Ave. & 10th St. S.E.

16th Ave. N.W. (Banff Trail) & 23rd St.

17th Ave. & 11th St. S.W.

Riverside Blvd. & 6A St. N.E.

BA Service Station — 75th Ave. & Macleod Trail

Engels Shell Service — 37th St. & Banff Coach Rd.

Crystal Clear, Hard-frozen Party Ice also available at Service Stations throughout the City where the Red, Yellow and Blue Ice Sign is Displayed



Sylvan Lake—Only 100 paved miles from Calgary.

Travelling North from Calgary

Highway No. 2, arrow straight to the north, leads you through much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many varieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 30,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers' haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!

There's a lot of country to the north. Edmonton, Alberta's Capital, is a booming, busy city of 400,000. The Peace River country is a broad, fertile farm area, where oil has brought an added buoyancy to the country. Good roads, of course.

"Travel the fascinating Mackenzie Highway to the Northwest Territories. Fantastic scenery and out-of-this-world fishing combine to give any visitor an unforgettable trip. Not for the impulse traveller, mind —gravel roads and once-in-a-while accommodation along the way, etc.— but to the hardy, a tremendous experience."





Fields turn white when the Waveys are in. Snow Geese and Canada Geese in uncountable numbers crowd the autumn sky in Eastern Alberta.

Travelling East from Calgary

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Strathmore, just 30 miles east of Calgary, is the beginning of the very extensive irrigation system serving the dry areas to the south east. Pleasant people and good visitor amenities provide a welcome stop on your trip.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftain who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. This land, almost desert before irrigation came, now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage. Good fishing in the dam.

Brooks is truly Canada's pheasant headquarters. Huge pens form a pheasant hatchery, turning out thousands of game birds yearly.

North and east of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steveville Provincial Dinosaur Park. Badlands at their "baddest", as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Fowler, one of Canada's leading amateur paleontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

There's a double treat to enjoy at the town of Brooks. Dinny's Cafe, right on the No. 1 highway at the entrance to the town, serves tasty, enjoyable food. Dinny's also features an intriguing little museum of the badlands area. Interesting exhibits of petrified dinosaur bones, trees and other animal life dating back 150 million years are yours to leisurely examine. Make a rest stop at Dinny's.

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried through this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous Suffield development of the Canadian



Ring necks are plentiful in Calgary area.

WELCOME TO BROOKS
115 Miles East of Calgary
"Gateway to Steveville Prehistoric Park"

DINNY'S RESTAURANT
featuring
Col. Sanders' Recipe
KENTUCKY FRIED CHICKEN
Take Out Service



ON TRANS CANADA HWY.
BROOKS, ALBERTA

SHELL SERVICE STATION

Block & Cube Ice Always Available **24 Hrs.**



Be sure to visit Dinny's Fossil House
FREE EXHIBIT OF FOSSILS, DINOSAUR BONES, ETC.
Unusual Dinosaur Bone Jewellery—Souvenirs for Sale
LOCATED AT DINNY'S RESTAURANT
TRANS CANADA HWY., BROOKS

Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass through the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the Place "Saamis", meaning headdress of medicine man. Today, wags affectionately call the city "Pharmaceutical Chapeau".

A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.



Travelling West from Calgary

Calgary, you may have noticed, is located at the precise spot where the broad, flat farm lands become the lush, rolling foothills. As you drive west on the Trans-Canada Highway (No. 1) you will see ranch lands and browsing herds of fine cattle on each side of the road.

Gradually, the foothills gain height as you drive and almost before you know it, you are in the mountains. For a pleasant change, turn off the road to visit the guest ranches along the way. Gate signs tell you where to turn in to the happy, away-from-it-all ranches that offer all the modern amenities.

Just 90 minutes from Calgary, you reach the gates of Banff National Park. A permanent, all year permit (good for any National Park in Canada) is only $2.00, but a one time trip permit is yours for only 50 cents if desired. Then, once through the gates, you're in the world's finest scenic area.

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountains, wearing their snow shawls even in the warm summer, would be enough for most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on the smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

Banff the Beautiful awaits your pleasure.

Banff and the Bow Valley as seen from Sulphur Mountain



Visit Banff...

in the Heart
of the
Majestic Rockies!

Take a Ride...

on the famous

GONDOLA LIFT

to the top of

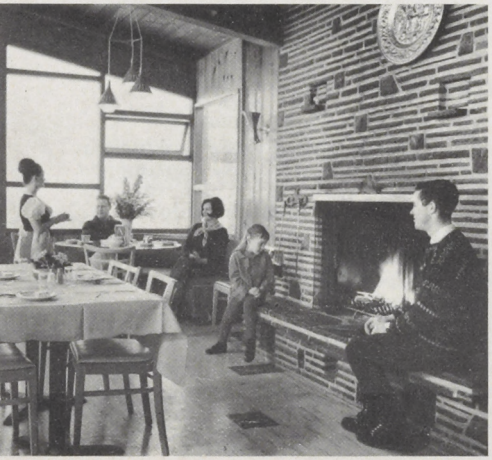
BANFF
SULPHUR
MOUNTAIN

This is the only lift of its type in Canada and the only lift in the area which brings you to the top of a mountain, and as high up as 7,500 feet above sea level.

From Sulphur Mountain you will enjoy a panorama covering a full circle of 360 degrees, with a horizon of mountains and ridges stretching over 90 miles.

Our gondolas are fully glassed in and seat 4 adults. Everybody, from baby to grandmother can go in safety and comfort.

The Sulphur Mountain Summit Tea House, 3,000 feet above Banff.



As an average, more than 175,000 people take the Gondola Ride per Summer Season. IT IS BANFF'S MOST POPULAR ATTRACTION.

A cosy Tea House, seating 100 people awaits you atop Sulphur Mountain. It offers protection from sun and heat on bright days or from wind and cold at other times.

An organized trip to Banff and up Sulphur Mountain will prove to be a highlight of the entertainment program of your convention.

Please write to:

Banff Sulphur Mountain
Gondola Lift Company Ltd.,
Box 1258, Banff, Alta., Canada.



The Bow Valley and Banff Townsite, as seen from Sulphur Mountain, Banff National Park.

Banff

Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparklingly alive, youngsters of a wide variety of animals make their wobbly-legged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-to-nature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

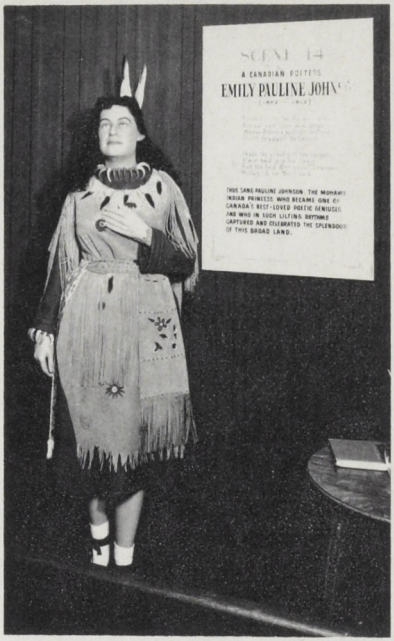
No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.

Canada's Story comes Alive . . .

at the

CANADIAN WAX GALLERY

Banff,
Alberta



The wax figure of Emily Pauline Johnson as displayed in the Gallery.

From the magical artistry of Josephine TUSSAUD and Company of London, England. . . .

The explorers who first discovered this wide and mighty land

The far-seeing statesmen who fathered Confederation

The warriors who fought and bled for Canada

The men who authored and attracted millions to the incomparable Calgary Stampede

The Indian Chiefs, the giants of Canadian sports, the Governors-General

The newest addition — See Alberta's own Johnny Longden, the world's winningest jockey with over 6000 victories

Gathered in a wondrous company, the great men and women of Canada, past and present, stand before you, life-size in wax, so realistic you'll swear they're ALIVE !

In this Gallery unique for its Canadian content, the famous of other lands also stand ready to greet you — Kings and Queens, American Presidents, authors, scientists — even the astronaut, Colonel John Glenn.

Photography welcome — over 80 life-size, life-like Wax Figures; 19 beautiful artistic scenes; 7,000 square feet of display area.

Such fascinating entertainment — bring the whole family to the CANADIAN WAX GALLERY, next to the Cascade Hotel on Banff Avenue, Banff, Alberta. Open daily.

SUMMER HOURS
DAILY — 9 A.M. to 10:30 P.M.

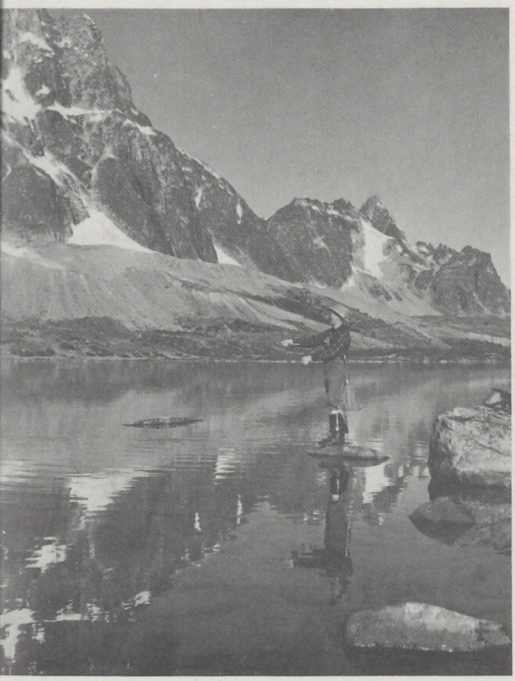


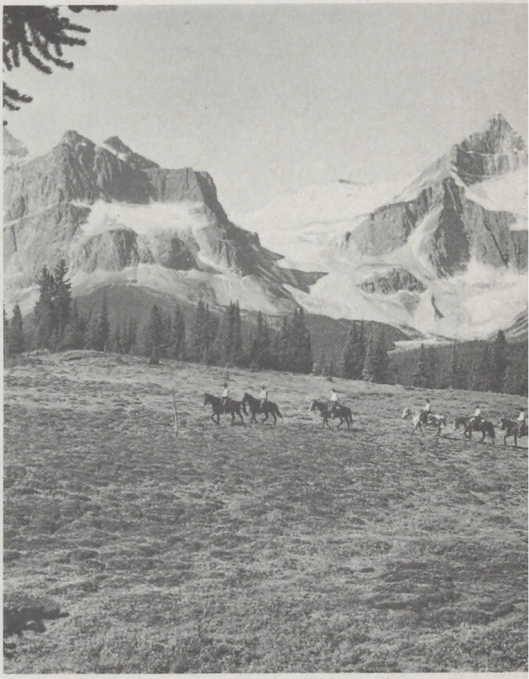
Running Goat Mountain run, Assiniboine Area, Banff National Park.

Scratch's Banff Bungalows



INVITE YOU TO THE
BEAUTIES OF THE ROCKIES
LOCATED ON TUNNEL
MOUNTAIN, 240 FEET
ABOVE TOWN OF BANFF
4,748 FEET ABOVE SEA LEVEL
ENJOY AN OPEN FIREPLACE
P.O. BOX 519 BANFF
PHONE 762-3544





VISIT THE **Canadian Rockies**

Only 70 miles from Calgary

Complete Transportation Service
Sightseeing Tours and Chauffeured Limousines
Hertz Rent A Car
Ski Bus Service and Information

P.O. Box 399 Phone 762-2241
Banff, Alberta

BREWSTER CANADIAN ROCKIES GRAY LINE





Ride the newest Lift in

BANFF

on

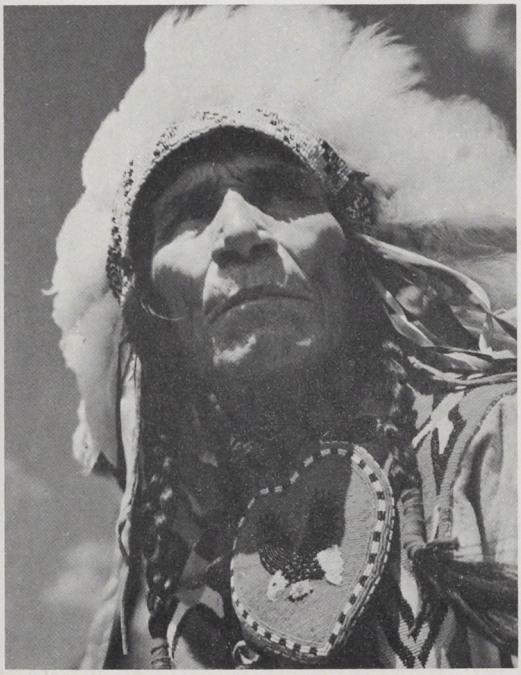
MOUNT NORQUAY

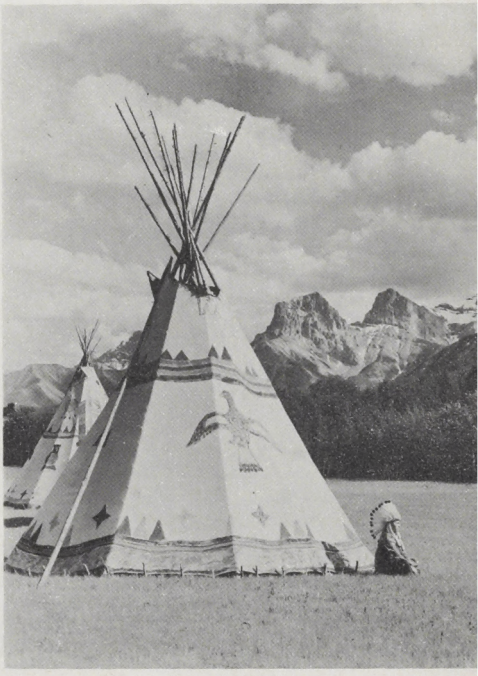
right off the

Trans-Canada Highway

Enjoy

Banff's most scenic view!





Alberta's Indian citizens add considerable color to the Banff scene.



Lake Louise in the summer sun.

Lake Louise

The Scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.

Lake Louise in her winter beauty.



In Banff It's

THE HOMESTEAD HOTEL

AND DINING ROOM

And Directly Across the Street

THE NEW GAMMON MOTEL

54 Units — With Combination Tub and Shower

Ample Parking — Town Centre Location

Phone 762-3344 - 762-2151 E. E. Gammon, Prop.



Trail Riders camp for the night in superb surroundings.



Currency Exchange

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is pegged at 92½ cents to the U.S. dollar. This gives American citizens a decided premium on their vacation spending. AS NOT ALL PLACES OF BUSINESS OBSERVE THE FULL EXCHANGE RATE, WE URGE YOU TO VISIT THE NEAREST BRANCH OF THE BANKS LISTED BELOW. YOU WILL RECEIVE THE ENTIRE EXCHANGE RATE WITH PROMPT AND COURTEOUS ATTENTION AT ALL TIMES.

Canadian Imperial Bank of Commerce
309 - 8 Ave. S.W. 266-7251

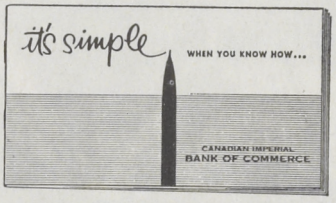
Bank of Montreal
140 - 8 Ave. S.W. 266-8701

Bank of Nova Scotia
125 - 8 Ave. S.W. 263-1810

Royal Bank of Canada
411 - 8 Ave. S.W. 266-8751

Toronto-Dominion Bank
114 - 8 Ave. S.W. 262-7011

How many Banking Services do you use?



"IT'S SIMPLE WHEN YOU KNOW HOW" is a booklet which tells you how to use the many Bank of Commerce services to your best advantage. Pick up, or write for, a free booklet at your nearest branch of the Bank of Commerce tomorrow.

CANADIAN IMPERIAL BANK OF COMMERCE



A view of the interior of a local Calgary bank during Stampede week. Note the little old lady patting the ponies in the left of the picture with a bank officer changing straw in the background.

Golf in Calgary

The Calgary area, with gently rolling foothills, lush foliage and plenty of good grass, is ideally suited for good golf course layouts. There are eleven courses in Calgary, five of which are private clubs, six open to the public. When you want to work out the kinks of driving the car, you'll find a game of golf ideal. Listed below are the courses open to green fee players.

Bowness Golf Club—Bowness

Highland Golf Club—4304 4 St. N.W.

Inglewood Golf & Country Club—
East Calgary

Mayview Golf & Country Club—
Bragg Creek Road

Shaganappi Golf Course—
12 Ave. & 26 St. S.W.

Shaw-nee Slopes Golf Club—
146 Ave. & 7 St. S.W.

PITCH AND PUTT—

For those who haven't time for a full game, yet want to keep their hand in, a pitch and putt course is the answer. Velvet smooth grass greens, and a terrain just difficult enough to be interesting. Clubs included in the very nominal green fees:

Par 3 Golf—At Amylorne Motel,
No. 2 Highway South

Happy Valley—5 miles west on
No. 1 Highway

Golfland—East of Cushing Bridge

DRIVING RANGES —

Always popular, driving ranges make it easy for you to keep in practise as well as giving you a chance to iron out those annoying hooks or slices. Two excellent driving ranges are within easy driving distance:

Happy Valley—5 miles west on
No. 1 Highway

Golfland—East of Cushing Bridge

MINIATURE GOLF—

Even the kids enjoy miniature golf, while Mom and Dad can sharpen up their putting. Three miniature courses in Calgary:

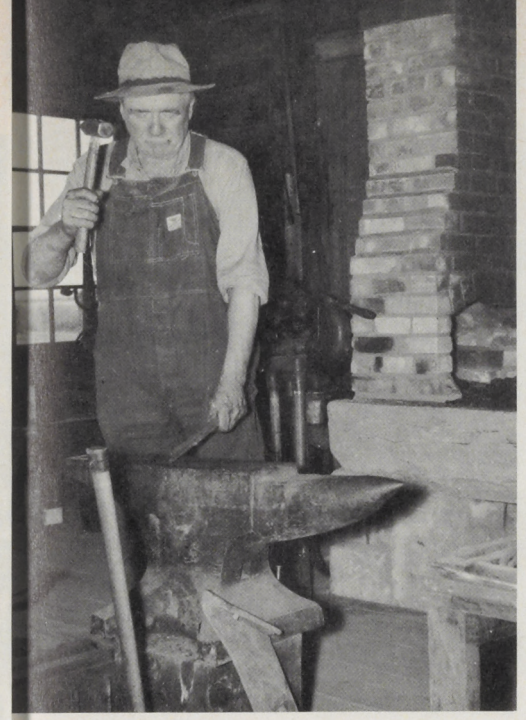
Bowness Miniature Golf—
Bowness Park, Bowness

Happy Valley—5 miles west on
No. 1 Highway

Golfland—East of Cushing Bridge

Action in the Pro-Am Tournament played on the magnificent Willow Park Golf and Country Club Course.



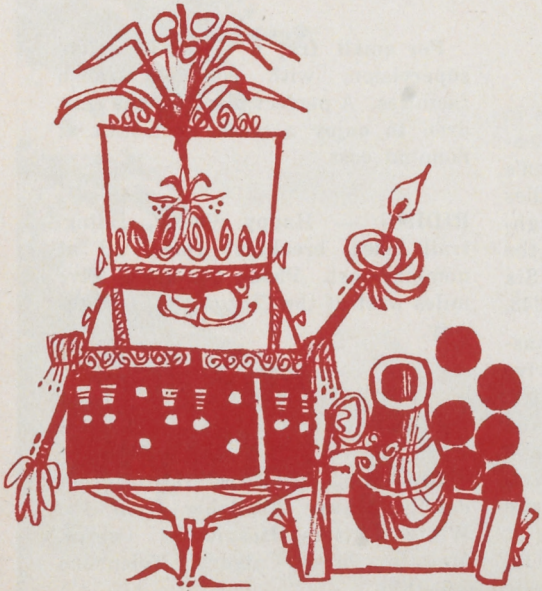


A real village smithy in action in Calgary's unique and historic Heritage Park. A must on your visit to Calgary.



HOT DOGS
HIGH BOY BURGERS
COUNTRY FRIED CHICKEN
FISH & CHIPS
"Worlds Creamiest Root Beer"
OPEN YEAR ROUND
(2 Drive-Ins To Serve You)
DRIVE-IN NO. 1
3916 MACLEOD TRAIL S.
243-0650
DRIVE-IN NO. 2
624 - 16th AVENUE N.W.
284-1862

Calgary's "Action Stations" Salute You!



Welcome, visitors . . . to the wonderful world of action, entertainment and information you discover daily on:

CFCN 4 TV CALGARY

CFCN RADIO 1060 CALGARY



Guest Ranches

There's real western entertainment awaiting you at the many guest ranches and riding stables in the Calgary area. You can take exciting trail rides, real waker-upper breakfast rides, leisurely canters through tremendous country, or relax and watch real cowhands at work.

As suggestions, listed below are some of the low-cost, high-fun ranches and riding spots in the area.

GUEST RANCHES AND CHILDREN'S RANCHES —

Rafter Six — Full guest privileges in modern accommodation. All the pleasure of a real ranch, with the Guinn's as your friendly hosts. Forty miles west of Calgary on the No. 1 Highway. Watch for the sign over the gate. For details, write Rafter Six Ranch, Seebe, Alberta. Ph. YR2-3343.

Diamond Cross — Located on Trans-Canada Highway only an hour's drive from Calgary. Reasonable rates, American plan. Good horses and guides. Pleasant accommodation and food, superb mountain scenery. Riding by the hour if desired. Write hosts Al and Mary Nordlund at Seebe, Alberta. Phone 104 or 112, Exshaw.

For small fry, 6 - 16. Complete supervision, with complete ranch facilities. A perfect place for the children to enjoy a week or month at nominal cost.

RIDING — Happy Valley, riding, trail rides, breakfast rides, all at nominal cost. Phone 242-9163. Five miles west of the City on No. 1 Highway.

* * *

Brochures, locations, rates, other details always available from the White Hatters, Hospitality Centre, Mewata Park, Calgary. Telephone 269-1677.







Animal life abounds in the National Parks of Alberta.

Postal Rates

Visitors to Canada are reminded that Canadian Postage Stamps must be used on all mail posted in Canada.

	LETTERS	POST CARDS
Canada Local Delivery	4¢ first ounce 2¢ each additional ounce	4¢ each
Other Offices	5¢ first ounce 3¢ each additional ounce	4¢ each
United States, and all other places in North and South America	5¢ first ounce 3¢ each additional ounce	4¢ each
Great Britain, the Commonwealth, France and Spain	5¢ first ounce 3¢ each additional ounce	4¢ each 10¢ Air Mail
Other Countries	10¢ first ounce 6¢ each additional ounce	6¢ each 10¢ Air Mail

AIR MAIL Letters and Post Cards to UNITED STATES:

8¢ for the first ounce; 6¢ for each additional ounce, or fraction of an ounce. For rates of Postage on other classes of mail, please enquire at the Local Post Office. The Postmaster will be only too pleased to assist you.

—CANADA POST OFFICE.



Pioneer Room Exhibit. Glenbow Foundation – Alberta Government Museum.

Historic Sites

By HUGH A. DEMPSEY
Glenbow Foundation

Calgary has played an important part in the colorful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the original fort in east Calgary and a cairn on the grounds of the public library. The cairn can be seen at the northeast corner of 9th Avenue and 6th Street S.E.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision, which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first



A scene from the Luxton Museum in Banff.

cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.

In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of Historic Sites in Alberta. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

Heritage Park has been created to keep the history of the west alive. Here, you can wander at your leisure, visiting authentic buildings of the late 1900's. Open daily during summer months.

The Alberta Government Glenbow museum, on the corner of 7 Ave. and 5 St. S.W. also displays much of the history of the Calgary area in a comprehensive and interesting manner. Open daily except Monday all year.

The Horsemen's Hall of Fame, in the Calgary Brewery grounds at 9th Ave. and 15 St. S.E., open every day of the year, provides visitors with a first hand glimpse of many events of the interesting history of the Calgary area. You will find this a delightful stop on your trip.

Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for yourself.

You'll Love CALGARY



Its friendly people and cosmopolitan flavor. It's a wonderful place to live, to work, to prosper. When you decide to come to stay — talk to a member of the Calgary Real Estate Board about the home you'd like in any one of our pleasant residential areas. Select your new home from the M.L.S. Album of Photo-listings.

130 Member Offices

CALGARY REAL ESTATE BOARD CO-OPERATIVE LIMITED

622 - 5th Avenue West

Telephone : 263 - 0530

Hunting From Calgary

BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

Antelope
Caribou (Woodland)
Bear (Black and Grizzly)
Deer (Mule)
Elk
Mountain Goat
Big Horn Sheep
Moose

Guides are required. For full information write to the following who as a member of Alberta Outfitters Association, will supply you with full details as to rates, seasons, etc.:

Alvin Guinn, Seebe, Alberta.

Calgary, the hub for every type of transportation, centres an area of fine game hunting. Details of regulations are also available at any time from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available through the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary, Alta.



For your greater Comfort, Convenience and Enjoyment . . .

A pool and roof garden, heated parking, drive-in registration, year round air conditioning, specialty dining room, coffee shop, tavern and bar, children free (if occupy same room as parents), baby beds, baby sitters, kennels — situated next to city's tallest building . . . stop and enjoy Holiday Hospitality.



Holiday Inn®

OF DOWNTOWN CALGARY
708 - 8th Avenue South West
CALGARY, ALBERTA
Holidex and Telex 038-2337



Mallard Hunting is at its best in Alberta.



Calgary - Canada's Colorful Convention Centre

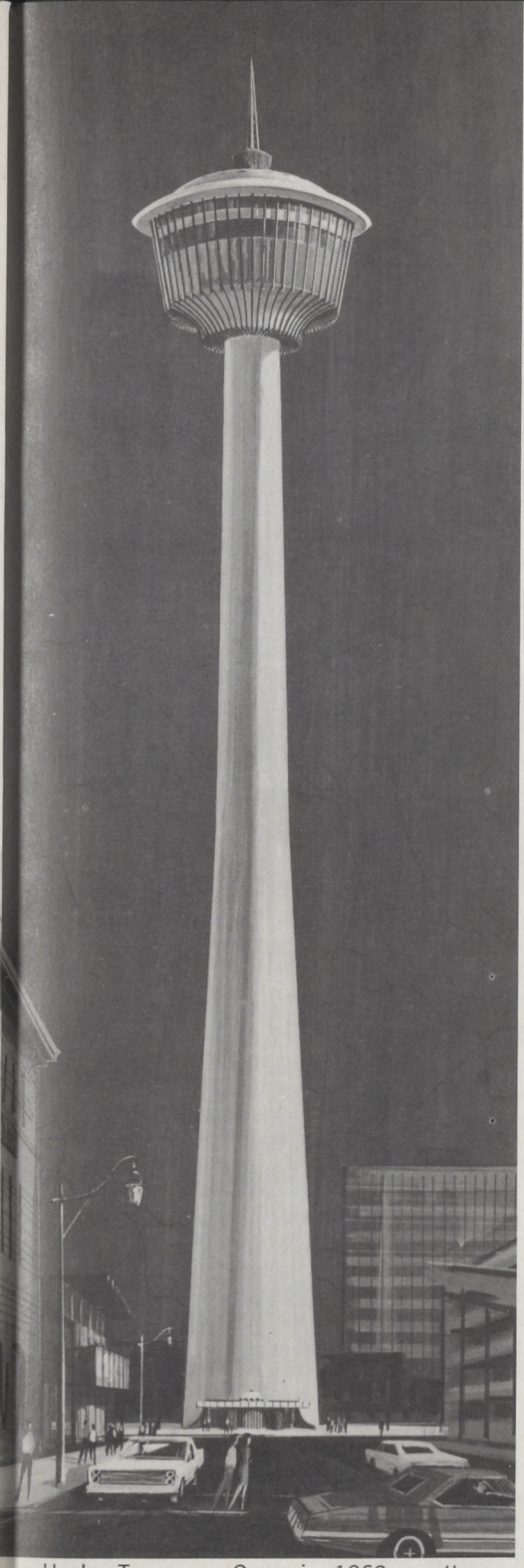
Calgary offers convention groups unique, pleasant convention facilities the equal of many large cities. Not only several modern convention hotels and meeting premises that suit both large and small groups, but unusual facilities for business and pleasure trips make a resultful conference easy in Calgary.

The warm western hospitality that prevails at conventions in Calgary is genuine, a result of the firm determination of Calgarians to hold to the friendly traditions of the old west. Barbecue parties, old west nights, typical western entertainment, gives the social side of a convention an excitingly different touch. Easily arranged trips to the mountain playground as pre, mid or post convention breaks give a holiday from the work sessions rarely duplicated in any other city. Field trips to oil fields, sulphur plants, ranches, master farms, hydro developments and other interests become an integral part of any convention when desired.

Daily airline flights from all parts of the world, main line railway and bus connections, superb roads for driving, all combine to make it so quick and easy to reach Calgary. The Calgary Tourist & Convention Association is always happy to provide — no charge — competent assistance in planning and staging successful conventions. Should you contemplate a convention city that has everything, take a close look at Calgary. The Calgary Tourist & Convention Association is always pleased and willing to provide full and exact details at any time. Just write them at Hospitality Centre, Mewata Park — and prepare to attend an unforgettable conference in Calgary — The Living West.

Hospitality — Calgary style





Husky Tower — Open in 1968, another exciting attraction in colorful Calgary.



PEOPLE PERCH in the OWL'S NEST

Complete dinners
from $5.25
5:30-11:30
Closed Sundays

Please telephone 266-1611

the Calgary Inn

FOURTH AVENUE WEST AT THIRD STREET

WESTERN INTERNATIONAL HOTELS



One of the hundreds of educational and fascinating exhibits in the Glenbow Foundation Museum at 530 - 7th Ave. S.W.

Local Crafts

Visitors to Calgary have a wide variety of souvenirs and crafts available as lasting and practical mementos of the visit. Many of the items are available only in Calgary and are surprisingly modest in cost.

Gift shops and counters in all areas of the city carry locally crafted souvenirs. Several shops specialize in only such items. The list below will serve as a handy guide as to what is available, and any White Hatter Hospitality House will gladly advise where the various products can be found.

Indian leather work, tomahawks, spears, purses, and unique gift items covering a wide range.

Wood carvings from the simple to the magnificent.

Most unusual Dinosaur bone jewellery and gifts, as well as native gem items.

Turned pottery and ceramic wares, many one-of-a-kind.

Gaily colored plaited rugs, genuine bearskin, deer and moosehide rugs.

Miniature chuck-wagons, white hat ash trays, and dinosaur models.

Individual design note paper and envelopes, mounted animals and birds.

Glassware in a wealth of designs, silver jewellery, and distinctive bolo ties.

The list is too long to itemize here, but a browse around the handicraft stores and counters can be one of the most satisfying aspects of your Canadian vacation.



"At the sign of the Dinosaur"

- DINOSAUR BONE JEWELLERY
- ORIGINAL ALBERTA HANDICRAFTS
- GENUINE HANDCRAFTED STONE JEWELLERY
- ORNAMENTAL SEA SHELLS

CANADIAN MADE GIFTS & SOUVENIRS

"Rockhound Headquarters"

HOURS
Mon. to Sat.: 9 to 6

TELEPHONE
269-3070

GREEN'S ROCK & LAPIDARY LTD.

916 CENTRE STREET N. – CALGARY, ALBERTA



Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.

AIRLINES

Canadian Pacific Airlines — Daily flights to Vancouver. Connections to main line flights. Ph. 263-5410.

Pacific Western Airlines — Weekday flights to Edmonton, offering connections to all northern points. Ph. 269-3003.

Air-Canada Airlines — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Ph. 266-7431.

Western Airlines—Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Ph. 277-0176.

West Coast Airlines — Daily direct flights to Spokane, Seattle and Pacific Coast cities. Ph. 277-0755.

Charter Air Service — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

Aircraft Maintenance—Modern facilities, for those who fly their own, always available in Calgary. All particulars available at the airport terminal of McCall Field.

RAILWAYS

Canadian National Railway — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone 266-5817 for schedules and other details required.

Canadian Pacific Railway — Mainline service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or through the mountains to Vancouver. Phone 266-9265 any time for schedules and rates.

BUS SERVICES

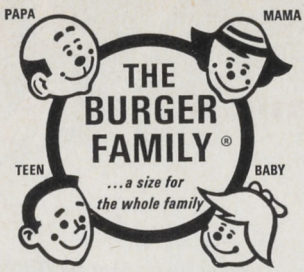
Greyhound Lines — Continental service daily in super bus equipment. Through the Rockies, connections at border points to all parts of U.S., east through all of Canada or north to Edmonton in comfortable, safe buses. Phone 262-2131 for schedules, fares, etc.

Cardinal Coach Lines — Daily schedule connecting many rural areas. Call 266-5658.

Calgary Gray Line — Charter and sightseeing bus service. During summer months regular tours through the many colorful Calgary attractions. Charter bus service any time of the year. Phone 266-5658 for all details.

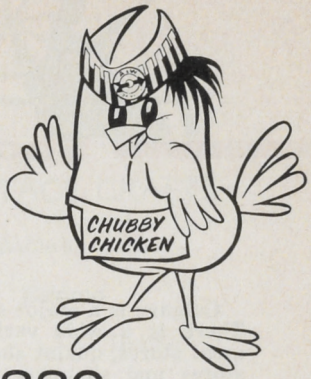
CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call 266-3028 for schedules and routes.



A&W

DRIVE-INS



PHONE – 264-1330

FOR DELIVERY TO YOUR DOOR

OR

VISIT ONE OF THE LOCATIONS IN YOUR AREA

- 7118 MACLEOD TRAIL
- 2120 KENSINGTON ROAD
- 2407 - 4th ST. S.W.
- 2510 CENTRE ST. NORTH
- 3916 - 17th AVE. S.W.
- 3120 - 17th AVE. S.E. (Forest Lawn)
- 1320 - 14th ST. S.W.



Make your own adventure—It's all around the Calgary area.

Shopping Information

Calgary is a major shopping centre. There is a wide variety of department stores, quaint shoppes, specialty stores and shopping outlets distinctive to the background of the city.

Competition keeps prices reasonable, stocks large and varied. Visitors are welcome in any Calgary store "as you are", and full exchange is given on U.S. and other currencies. You will notice in particular that sales personnel are polite, attentive and always willing to assist browsers and buyers alike.

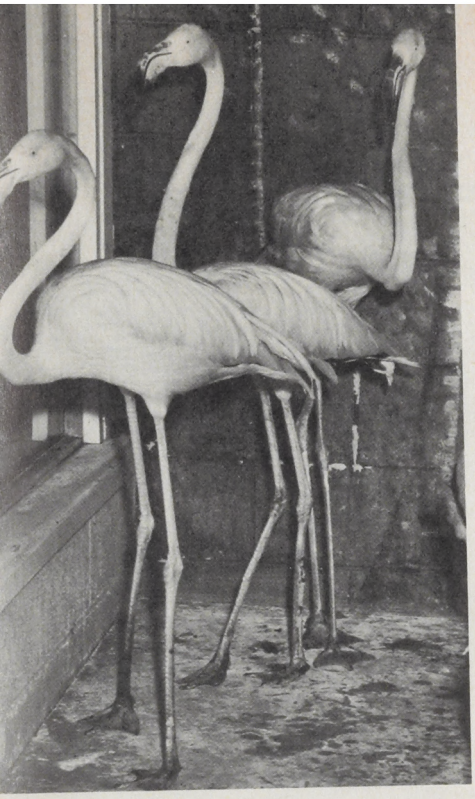
UNITED STATES visitors in Canada more than 48 hours may take home $100.00 worth of merchandise for personal or household use. Material purchased which is not convenient to carry (chinaware, woollens, etc.) are easily forwarded to your home address.

On pages 114 - 127 you will find the name, address and particulars of reputable business places. You can shop with confidence at any of those listed. Bet you find shopping in Calgary not only economical, but real fun.

PLEASE NOTE — Should you find any unpleasant or unscrupulous place of business in Calgary, please call the Calgary Tourist and Convention Association at once (phone 269-1677) for prompt redress on the matter.

Shopping at its best is a favourite pastime for Calgary visitors.





Bird life at the Zoo.



COTTAGE CRAFTS

Canadian

Eskimo

Indian

ARTS and CRAFTS

Dinosaur Bone Jewelry
Eskimo Carvings
Indian Dolls
Hand Weaving
Eskimo Graphics
Indian Graphics
Items Too Numerous To Mention!



Include Cottage Crafts as a Must During Your Visit
Elbow Drive at Mayfair Shopping Centre Phone 252-3797
CALGARY, ALBERTA



Fine Arts exhibit at the Museum.

Photo Credits

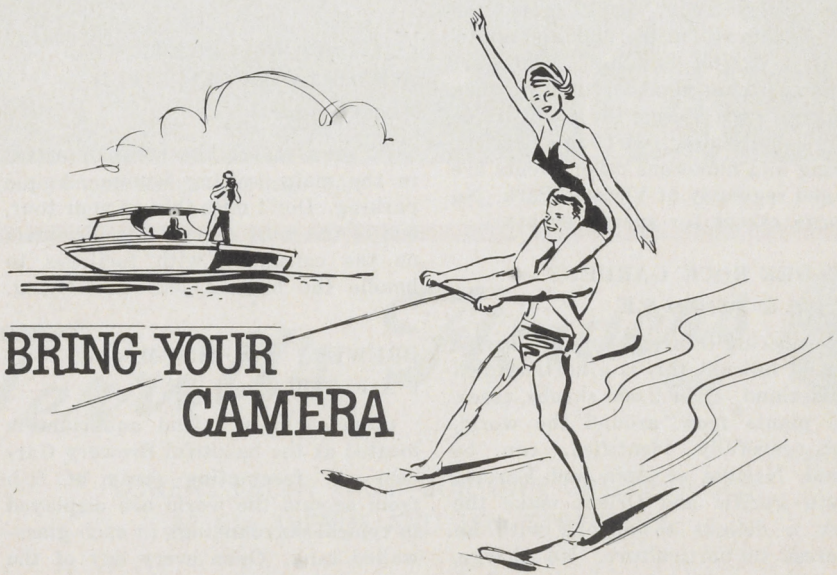
Calgary White Hatters gratefully acknowledges the assistance of the following individuals and companies who have provided the interesting photographs used in this publication.

AIR CANADA
ALBERTA GOVERNMENT TRAVEL BUREAU
BANFF SULPHUR MOUNTAIN GONDOLA
E. W. CADMAN
CALGARY ALBERTAN
CALGARY HERALD
CALGARY EXHIBITION AND STAMPEDE
CALGARY GRAY LINE TOURS
CANADIAN GOVERNMENT TRAVEL BUREAU
CALGARY ZOOLOGICAL SOCIETY
CANADIAN PACIFIC RAILWAY
CANADIAN NATIONAL RAILWAY
CITY OF CALGARY
CHCT-TV
CFCN-TV
DUFFOTO PROCESS LIMITED
DeLORME PHOTOGRAPHY LIMITED
GIBBONS OF BANFF
GLENBOW FOUNDATION
NORM HENDRICKS
IMPERIAL OIL LIMITED
FRED KOBSTED
LAKE LOUISE-WHITEHORN SEDAN LIFT
MATHEWS STUDIO & PHOTO LAB.
NATIONAL FILM BOARD
PETRIGO OF CALGARY
SHIPLEY PHOTO SERVICE
WESTERN AIRLINES
WESTERN CANADA GREYHOUND LINES



Family fun comes easy in Calgary.

Only minutes away from busy Calgary is the serenity of a mountain lake where living is at its best.





Points of Interest

Calgary has an amazing variety of attractions to offer. Whatever your personal interest may be, odds are heavily in favor of you finding it in the colorful Cow-Town.

Don't take our word for it—see them for yourself and know why Calgary has long been a pleasant portion of every enjoyable vacation.

For complete enjoyment of the city, park your car and take a tour bus. Calgary Gray Line run five tours daily (full details in ad on opposite page). HERE'S WHAT TO LOOK FOR IN CALGARY —

CALGARY EXHIBITION & STAMPEDE GROUNDS —

Victoria Park—17 Ave. & 2 St. S.E.

Home of the "Greatest Outdoor Show on Earth", the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

READER ROCK GARDENS —

26 Ave. & 2 Street S.E.

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

CALGARY STOCKYARDS —

21 Ave. at 12 Street S.E.

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Nearly 100 million dollars a year in stock passes through the Calgary Stockyards. For a most unusual pleasure, sit in on the Daily Cattle auction at 10 a.m. every weekday.

CALGARY INTERNATIONAL AIRPORT—McCALL FIELD —

Airport Road

Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent, with facilities to handle the biggest jets now flying.

BREWERY AQUARIUM —

9 Ave. & 15 Street S.E.

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank. Open every day of the year.



All tours leave from Greyhound Terminal 7 Ave. & 1st St. S.W.

EVERYBODY LOVES The GRAY LINE

TOURS

DISCOVER CALGARY BY SIGHT-SEEING BUS

For tour times, prices, and closest pick up point, check with your hotel or motel clerk or phone:

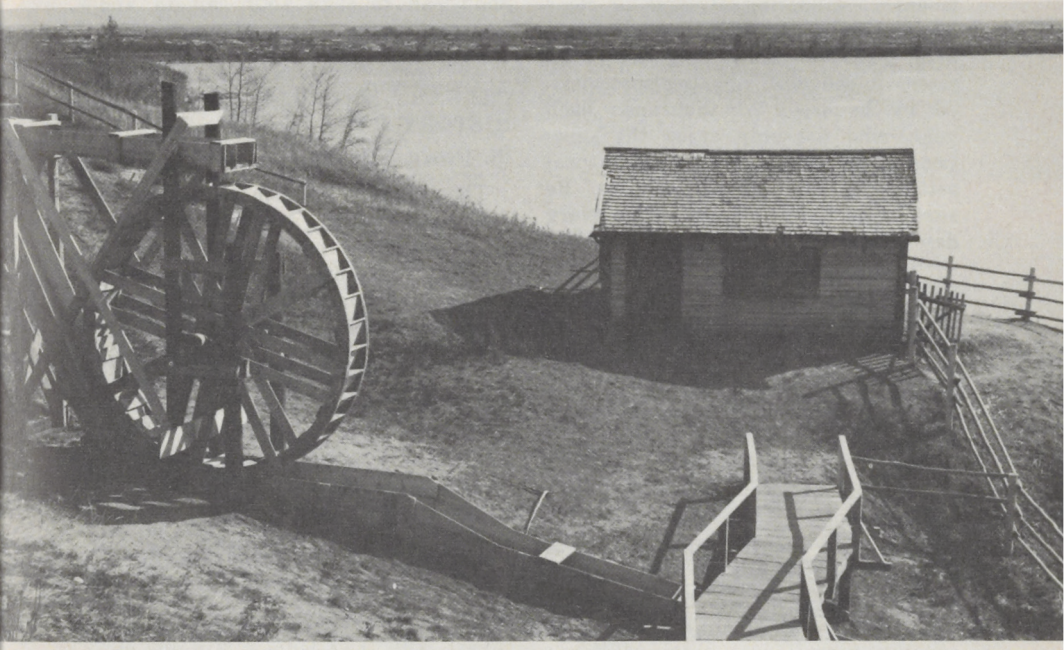
TERMINAL 262-2131 **OFFICE 266-5658**

CALGARY GRAY LINE LIMITED

129 - 1 AVE. S.W. CALGARY, ALBERTA



Children under 16 Free if accompanied by parents



Gold Miners' Camp—Heritage Park

Terrill's Flowers LIMITED

FTD

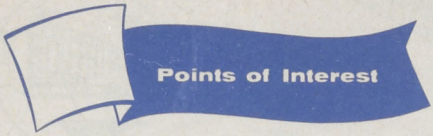
for 50 years

FLOWERS FRESH FROM OUR OWN GREENHOUSES
AT 9th AVENUE AND 16th STREET S.E.

265-5626

STORES: 809 - 1st Street S.W.
Calgary Inn

— 24 hr. ordering 265-1777



BREWERY GARDENS & HATCHERY —

9 Ave. at 15 Street S.E.

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Free every day of the week.

HERITAGE PARK —

West of 14 St. - 82 Ave. S.W.

The true Old West is here for your pleasure. Authentic buildings of the early days in the Canadian west, each in operation just as many years ago. A Blacksmith Shop, complete to the working "Smithie"; a little Red School House, complete with outdoor "biffies"; a genuine General Store; Log Church; Carriage House, with horses in the stalls; a homesteader's Sod Shanty, complete to the last cooking utensil; an Indian Village; even a Stockaded Wall for the youngsters to play in — and so much more. Only a quarter admission for adults, kids free if accompanied. Don't miss it! **Open 10 a.m. - 8 p.m.**

CALGARY ZOO —

St. George's Island

Canada's largest, with over 1400 live exhibits. Educational yet easy to enjoy, the Zoo continues to grow every month. There are hundreds of most unusual exhibits. Recently received are a pair of camels, an adorable pair of baby gorillas, just to mention a couple. Visitors find so many fascinating exhibits it's hard to know where to start. The ant-eater, "Sir Antsalot"; the baby elephant, "Gyro"; the talking myna bird, "Jackie"; the penguin twins, "Snow and Bank"; all the fun of a well-planned zoo is yours every day. Of particular interest is the kiddies' section, where special "Zooperintendents" are on hand to help youngsters meet animals their own age on a person-to-animal basis. Don't miss the Zoo, and don't fail to take your camera and lots of film.

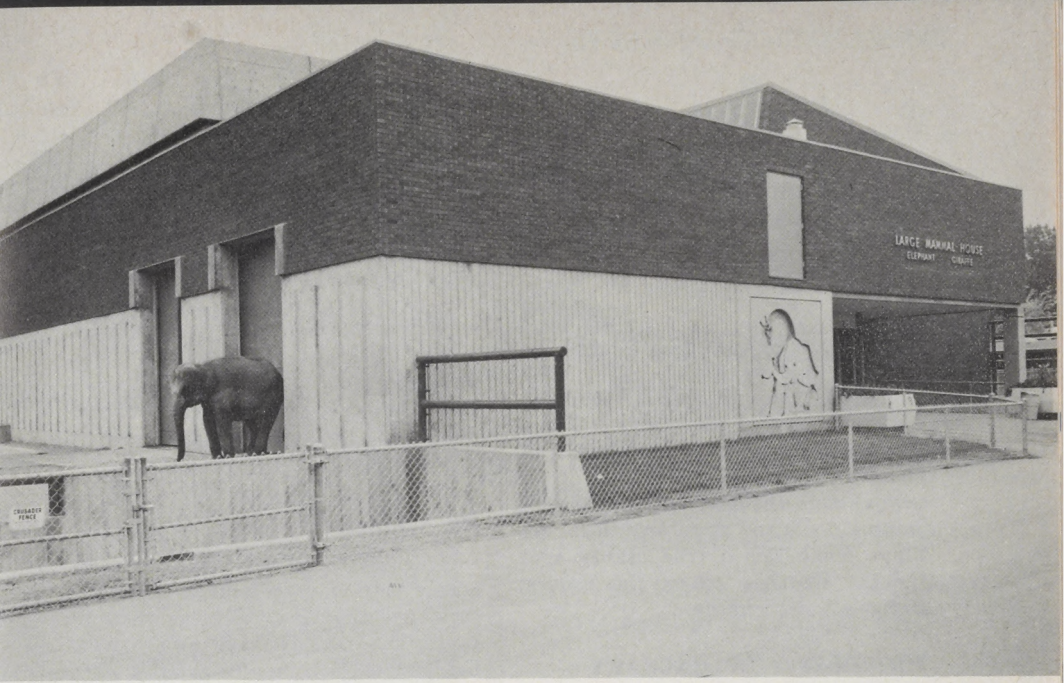
CALGARY NATURAL HISTORY PARK —

St. George's Island

The history of time unfurls in dramatic fashion at the "Dinosaur Park". You enter under the wings of a faithful reproduction of a Pterandon, a creature that weighed only 67 pounds but had a wing-spread of 27 feet. Every creature you've read and heard about is depicted, in real life size. "Dinny", the Brontosaurus, all 120 tons of him, joins with the diminutive Dawn Horse in creating a never-never land for you and your camera.

ALBERTA GOVERNMENT—
GLENBOW MUSEUM —

On the corner of 7th Avenue & 5th Street S.W. the Glenbow Museum can provide hours of enjoyment. Exotic carvings and ceramics from around the world; war trophies and equipment of two great wars; one of the greatest gun collections in existence; eskimo art and Indian artifacts; hundreds of other items right from the pages of history, with emphasis on the western Canadian way of life over the years. No trip to Calgary is complete without a visit to this museum. In fact, with the constant addition of new displays, repeat trips are common place. Open every day but Monday, with only a modest admission charge.





Central Park in Downtown Calgary.



RILEY PARK — Between 10 & 12 Street N.W. at 5 Ave. N.W.

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

UNIVERSITY OF CALGARY — 26 Ave. & 26 Street N.W.

Canada's newest University. Already, several buildings up and operating give you an intimate glimpse of the future today. Destined to become one of the largest and most complete educational institutions on the continent, U of C already offers you an opportunity to see a major university in the making. Cruise through the many driveways in the campus and see for yourself.

McMAHON STADIUM —

Recently completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Calgary, now under construction. See the many modern University buildings just north of the Stadium.

THE SOUTHERN ALBERTA JUBILEE AUDITORIUM 14 Ave. & 14 Street N.W.

A gift to the southern portion of the province by the Alberta Government, this magnificent auditorium is open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2,760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

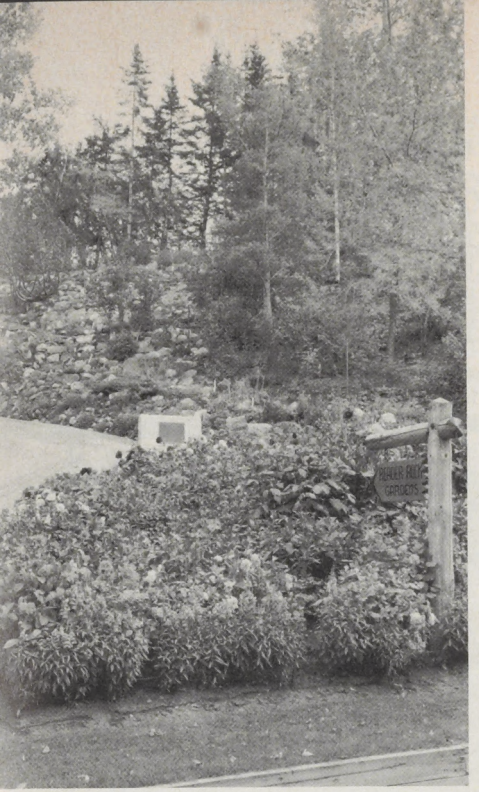
HAPPY VALLEY — No. 1 Highway West

Here, in Canada's largest (460-acres) man-made recreation area, you can find the sort of pleasure your family likes. You have to see it to believe it. Golfing (pitch and putt, miniature and driving range), trout fishing (no catch—no cost), go-carts, barbecue areas, riding, swimming, trampolining — you name it. Full winter fun, too. A reasonable dollar per car gets you access to this fascinating fun area. Stop for your share of the pleasure available every day, all day.

HOSPITALITY CENTRE & 5934 LOCOMOTIVE —

The largest steam locomotive in the Commonwealth sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of the diesels. One locomotive, 5934, has been preserved for all time at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.



Reader Rock Gardens

BAVARIAN GEMUETLICHKEIT

The Gasthaus

LICENSED DINING LOUNGE
CORNER 25th AVE. & 4th ST. S.W.
Authentic Bavarian Food
CONTINENTAL MUSIC—CABARET
OPEN FOR LUNCH AND
AFTER 5 P.M.
CONVENIENT FREE PARKING
COME AS YOU ARE
Phone 266-6288 for Reservations



The tremendous 400 acre Happy Valley



BOWNESS PARK — Bowness

Just seven miles from downtown, this is real family playground area. Canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

BOMBER DISPLAY —

One of the proudest, hardest-working aircraft in World War II was the then - immense Lancaster Bomber. Long since obsolete, the "Lancy" created a legend that refuses to die. A group of Calgary citizens, led by former Air Force members with fond memories of the Lancaster, purchased one of the few remaining. Today, it sits, impressive. historical and interesting, on the grounds at Calgary International Airport. Stop for a look at this grand old warrior — and have your camera with you for a real conversation-piece photo.

ALLIED ARTS CENTRE —
9 Ave. at 8 Street S.W.

The cultural centre of Southern Alberta, the Allied Arts Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, paintings and Indian art. No charge except for special events.

CENTRAL PARK —
South of 12 Ave. W. between 3 & 4 Streets West

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park.

RESIDENTIAL AREAS —

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

GLENMORE DAM —
66 Ave. & 14 St. S.W.

Calgary's prime water source, Glenmore Dam is just coming into its own as a true beauty spot. Boating, fishing, picnicking and all the other outdoor pleasures are available. The sheer beauty of a sunset over Glenmore is worth a visit to this pleasant location.

SPECIAL TOURS. Often, you may want to see just how an industry operates. Maybe you've wondered how a newspaper is printed, a passenger-car tire is made, a hotel kitchen handles hundreds of meals a day.

Many special tours can be arranged to suit your group. Please remember that reasonable notice is needed, and that industry can cater to several, but not always to one or two.

Just a few special tours that can be arranged for you include the following types of business.

Distilleries; wineries; breweries; newspapers; radio stations; TV stations; bakeries; dairies; stockyards; ranches, etc.

Please allow as much time as possible and the Calgary Tourist & Convention Association will do everything possible to set up the sort of interesting tour you want to have.

You'll Sleep like a King at

The Newly Renovated

BOWNESS HOTEL

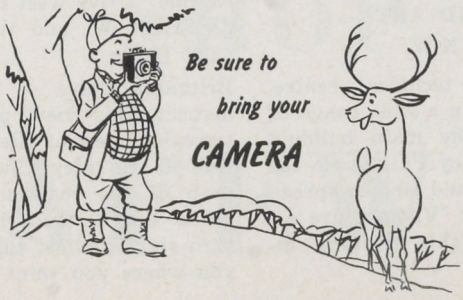
FIFTEEN MINUTES FROM DOWNTOWN CALGARY
JUST AROUND THE CORNER FROM NO. 1 HIGHWAY
PRIVATE BATH IN EVERY ROOM. AMPLE FREE PARKING. FULL DINING FACILITIES

LICENSED PREMISES
BOWNESS HOTEL

6404 MAIN STREET, BOWNESS (ON No. 8 HWY. WEST) — PHONE 288-4421



We'll be looking for you at the Calgary Zoo.





CALGARY BREWERY "HORSEMAN HALL OF FAME" —

9 Ave. & 15 Street S.E.

Never a museum quite like this one. This life-sized, full-drama exhibit will let you see the men who made the west at first hand. Never in history has such painstaking detail gone into establishing such a vivid, accurate story of our country's pioneers. Don't visit this unless you have time enough to look and see and feel the story the Hall of Fame offers.

CALGARY CENTENNIAL PLANETARIUM

6 Ave. & 11 Street S.W.

Calgary's newest attraction, a complete planetarium dedicated to public interest and entertainment. Featuring the Sky Theatre with the latest Planetarium Projector and a 65-foot dome offering four daily shows at 2, 4, 6 and 8 p.m. — A unique museum — an observatory with 5 telescopes — A lecture theatre with continuous film shows daily throughout the summer. As exciting to see as it is to visit, this attraction is a must for all visitors. Open every day but Tuesday from 1 p.m. to 11 p.m. with only a nominal admission charge.

PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART —

16 Ave. & 9 Street N.W.

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many classrooms and shops spread around the campus. Visitors are always welcome at this training institute.

BURNS MEMORIAL GARDENS —

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 10 Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 10 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

VIEW POINTS —

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

Crescent Road View Point — Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre St. North to 7 Ave. N.W. turn left, and you are at this wonderful view point.

Spruce Cliff View Point — Here is a truly breath-taking view, to your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the right, the downtown skyline. Drive west on 17 Ave. W. to 33 Street W. and turn onto Spruce Cliff Drive.

Britannia Drive — In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the rockies. Follow Elbow Drive south to Britannia District, turn right and let the area itself tell you where you want to go.

FOR THE
FINEST IN FOODS

•

Shop With Confidence



•

SHOP
SAFEWAY

Business Listings

ACCOUNTING SERVICES		
Munn, Richards, Yeoman & Co.	508-15 Ave. S.W.	262-5484
Thorne, Gunn, Helliwell & Christenson	330-9 Ave. S.W.	264-1500
ADVERTISING		
Francis, Williams & Johnson Ltd.	809-8 Ave. S.W.	262-6131
Goodis, Goldberg Soren Ltd.	640-12 Ave. S.W.	262-6931
James Lovick Limited	1870 Elveden House	262-6161
AIR CONDITIONING & EQUIPMENT		
J. K. Campbell & Associates Limited	1411-40 Ave. S.E.	265-1526
H. F. Clarke Ltd.	5220-1A Street S.E.	255-0186
AIRLINES & AIR CHARTER		
Air Canada	134-9 Ave. S.W.	264-4410
Alitalia Airlines	830-717-7 Ave. S.W.	263-3884
Chinook Flying Service Ltd.	No. 5 Hangar, McCall Field	277-0711
Gateway Aviation Ltd.	No. 1 Hangar, McCall Field	277-8552
Pacific Western Airlines, Ltd.	McCall Field	277-7053
Western Airlines	621-3 Street S.W.	277-0176
	(Ticket Office)	McCall Field
APARTMENTS		
Rideau Towers	209 Rutland House	243-2541
APPLIANCE & REPAIRS		
Appliance Parts & Service Co.	225-16 Ave. N.W.	277-5440
ARCHITECTS		
J. H. Cook & Associates	802-16 Ave. S.W.	263-6515
McMillan, Long & Associates	212-7 Ave. S.W.	269-3111
W. G. Milne, Architect	500 Bradie Building 630-6 Ave. S.W.	264-3211
Glen W. Parsons, Architect	No. 700—237-7 Ave. S.W.	269-4640
ART GALLERIES & STUDIOS		
Canadian Art Galleries	811-17 Ave. S.W.	244-1862
Gainsborough Galleries Ltd.	611-8 Ave. S.W.	269-6682
AUTO DEALERS (FRANCHISED)		
Brooks Chevrolet, Oldsmobile Ltd. (Oldsmobile, Chevrolet, Monza, Chevelle,	1413 Centre St. N.	277-8592
Calgary Motor Products Ltd. (Cadillac, Buick, Pontiac, Acadian, Vauxhall and Beaumont)	4 Ave. & 2 Street S.W.	266-8841
Chevy II, Corvair)		
Freeman Wilson Ltd. (Dodge, Chrysler, Simca and Valiant)	511 Centre St. S.	269-1901
General Supplies Ltd. (Oldsmobile, Chevrolet, Corvair)	6 Ave. & 1 Street S.W.	262-1101
Halford & Valentine Ltd. (Austin Dealers)	101-12a Ave. S.W.	266-3623
Hammill Motors Ltd. (Rambler Dealers)	620-7 Ave. S.W.	263-5282
Jack Carter Motors (Chevrolet, Oldsmobile, Corvair)	66 Ave. & Macleod Trail (6711 Macleod Trail S.)	252-2271
Kendall Motors (Sunbeam, Hillman, Landrover, Rolls Royce & Jaguar)	1415-1 Street S.W.	262-3019
Kramer Chrysler Plymouth Ltd. (Chrysler, Plymouth, Valiant)	2015-16 Ave. N.W.	289-8441

Listings

Maclin Motors Limited (Ford, Falcon, Fairlane, Thunderbird)	61 Ave. & Macleod Trail	252-0101
Metro Motors Ltd. (Ford, Falcon, Thunderbird & Mustang)	5 Ave. & Centre St. S.	263-4530
F. Pados Co. Ltd. (Volvo, Morris, M.G., Rover, Landrover)	7004 Macleod Trail S.	255-8101
Shaw Motors (All G.M.C. Trucks)	4620 Blackfoot Trail S.E.	243-4201
Stampede Pontiac Buick Ltd. (Pontiac, Buick, G.M.C., Acadian, Vauxhall)	1449-17 Ave. S.W.	244-8921
Universal Sales & Service Ltd. (Lincoln, Mercury, Meteor, Comet)	5 Ave. & 1 Street S.W.	266-5616
Volkswagen Sales & Service Ltd.	5707 Macleod Trail	255-1181

AUTO PARTS & SUPPLIES

Clarke's Auto Parts	12 Ave. & Centre St. S.	262-9777
Davies Electric Co. Ltd.	1111-8 Street S.W.	244-2161

AUTO RENTALS

Abel Rent-A-Car	435-4 Ave. S.W.	266-8676
Avis Rent-A-Car	240-6 Ave. S.W.	269-6166
Budget Rent-A-Car	407 Centre St. S.	263-0505
Chinook Leasing & Rental	4 Street & 20 Ave. S.W.	266-8926
Hertz Rent-A-Car	113-7 Ave. S.E.	263-8400
Tilden Rent-A-Car Service	6 Ave. & Centre St. S.	263-6386

BAKERIES

City Bakery	906-1 Ave. N.E.	266-2279
General Bakeries Ltd.	203-58 Ave. S.E.	255-7761
National System of Baking Ltd.	1604 Centre St. N.	277-5522

BANKS

Bank of Montreal	8 Ave. & 1 Street W.	266-8701
Bank of Nova Scotia	125-8 Ave. S.W.	263-1810
Canadian Imperial Bank of Commerce	309-8 Ave. S.W.	266-7251
Royal Bank of Canada	8 Ave. & 4 Street W.	266-8751
Toronto-Dominion Bank	114-116-8 Ave. W.	262-7011

BEAUTY PARLORS

Paul 'Este Hairstylists	1440A-17 Ave. S.W.	244-5610
Wildwood Beauty Salon	3825 Banff Coach Rd.	249-2476

BOAT TRIPS

Jet River Services	South Approach to Zoo	

BOOK STORES

Carmen Moore Books	806-1 Street S.W.	263-2215
Evelyn DeMille Books Ltd.	616-3 Street S.W.	263-2676

BREWERIES

Calgary Brewing & Malting	9 Ave. & 15 Street S.E.	264-1892
Molson's Western Breweries	218-11 Ave. S.W.	263-4740

CAMP GROUNDS

Bow Bend Trailer Park	5227-13 Ave. N.W.	288-2161
Happy Valley Tent & Trailer Park	West of City Limits	288-5811
St. Patrick's Island	Open May to September	264-2901

CANDY SHOPS

G. F. Olivier & Co.	1005A-1 Street S.W.	262-2945

CAR WASHING

City Centre Car Wash Ltd.	112-4 Ave. S.W.	262-3868
Kwik Kar Wash	718-17 Ave. S.W.	263-4017

Listings

CATERERS & RENTALS

A-1 Caterers & Rentals	315-39 Ave. S.E.	243-2423
Beavers Restaurants Ltd.	328-17 Ave. S.E.	266-5182
Calgary Caterers Ltd.	2417-4 Street S.W.	266-6288

CHEMICAL COMPANIES

Allied Chemical Services Ltd.	5507-1 Street S.E.	255-0131
Oliver Chemical Co. Ltd.	803-46 Ave. S.E.	243-5551
Oliver Industrial Supply Co. Ltd.	803-46 Ave. S.E.	243-5551
Tom Moody Chemicals Ltd.	1104 Centre St. N.	277-0701

CHINA & GIFT SHOPS

Cavalier China & Gift Shop	Calgary Shopping Centre	289-5757
Cottage Crafts	107 Malibou Road	252-3797
Old Cabin Crafts	517-8 Ave. S.W.	262-3837
The Whistling Oyster Gift Shop	3820 Banff Coach Road	249-2646

CHURCHES

Alliance Church	17 Ave. & 1 Street S.W.	
Beth Israel Synagogue	1325 - 66 Ave. S.W.	255-8535
Cathedral Church of the Redeemer	7 Ave. & 1 Street S.E., 218-7 Ave. S.E.	
Central United Church	7 Ave. & 1 Street S.W.	
Church of Jesus Christ of Latter-Day Saints	2021-17 Ave. S.W.	
First Baptist Church	4 Street & 14 Ave. S.W.	
First Church of Christian Science	14 Ave. & 6 Street S.W.	
First Church of the Nazarene	126-14 Ave. S.W.	
Grace Presbyterian Church	15 Ave. & 9 Street S.W.	
Jehovah's Witnesses Kingdom Hall	1814-15 Street S.W.	
Mount Calvary Lutheran Church	4 Ave. & 3 Street S.W., 405-4 Ave. S.W.	
Pentecostal Tabernacle	928-8 Ave. S.W.	
Salvation Army Citadel	1 Street E. & 7 Ave.	
St. Mary's Cathedral	18 Ave. & 1 Street S.W.	
Seventh-Day Adventists	19 Street & 13 Ave. N.W.	
Ukrainian Greek Orthodox	400 Meredith Road	

COCKTAIL BARS

Ambassador Lounge	Ambassador Motel, 802-16 Ave. N.E.	276-2216
Astral Lounge	Airliner Inn, 4804 - 4 Str. N.E.	276-3391
Barney's Lounge	Stampeder Motor Hotel 3828 Macleod Trail	243-6611
The Big Top Lounge	Palliser Hotel, 9 Ave. & 1 Street West	266-8621
Black Knight Lounge	Wales Hotel, 709-2 Street S.W.	263-3648
Calypso Lounge	Beacon Hotel, 16 Ave. & Centre St. N.	277-4124
Cara Operations Ltd.	Airport Terminal Bldg.	277-4807
Casa Lounge	Summit Hotel, 4 Ave. & 1 Street S.W.	262-7091
Circle Inn	Circle Inn Motor Hotel, 2373 Banff Trail	282-6474
Gay 90's Lounge	Imperial Crossroads Inn 16 Ave. & 21 St. N.E.	277-4548
Guv'nor's Lounge	Guv'nor's Grill, 7 Ave. & 2 Street S.W.	269-7890
The Iron Gate	Holiday Inn, 8 Ave. & 6 Street S.W.	263-7600
Ivory Room	Imperial Palace, 506-4 Ave. S.W.	269-4808

Listings

Lamplighter Lounge	Carolina Restaurant, Chinook Centre	255-4757
Owl's Nest Lounge	Calgary Inn, 4 Ave. & 3 Street S.W.	266-1611
The Paddock	Elbow Lodge, 1851 Park Rd.	269-6771
Royal Hawaiian Lounge	Beachcomber Polynesian Restaurant 609-7 Ave. S.W.	264-1000
Royal Scot Lounge	The Highlander Motor Hotel, 16 Ave. & 17 St. N.W.	289-1965
St. Louis Lounge	St. Louis Hotel, 8 Ave. & 4 St. S.E .	262-6341
Sinbad Lounge	Trade Winds Motor Hotel, 66 Ave. & Macleod Trail	252-2211
Toby Jug Lounge	Royal Hotel, 708-2 St. S.W.	262-4326
Winners Circle	Westgate Motor Hotel, 1111-33 St. S.W.	249-3181

COIN DEALERS

Albern Coins	1224-9 Ave. S.E.	265-5308

COLD STORAGE

Home Provisioners Ltd.	348-11 Ave. S.W.	266-1028

CONCRETE SUPPLIERS

Con-Force Products Ltd.	Pearce Estate	265-6550
Consolidated Concrete Limited	9 Ave. & 23 Street S.E.	265-8880
Procter Concrete Products Ltd.	3620-15 Street S.E.	265-4493
Southside Concrete Mix Ltd.	808-46 Ave. S.E.	243-2531

CONTRACTORS ELECTRICAL

Electrical Contracting & Machinery Co.	1835-10 Ave. S.W.	244-0771
Electrical Enterprises	1213-14 Street S.W.	244-3365
Hume & Rumble Limited	7040 Farrell Road	252-3886
Hutchison & Jackson		

CONTRACTORS & HOUSEBUILDERS

Apex Seed & Feed Plant Construction	1835-10 Ave. S.W.	244-6544
Bennett & White Ltd.	1609-14 Street S.W.	262-9586
Brunel Commercial Interiors Ltd.	5510-4 Street S.E.	255-4433
William Clark Holdings Ltd.	3915-2 Street N.E.	277-7561
Cunningham & Associates Construction Ltd.	6012 Centre Street S.	255-0344
Sam Hashman Management Ltd.	1145-17 Ave. S.W.	244-5571
Himmelman Construction Ltd.	514B-25 Ave. S.W.	266-5940
Hurst Construction Co. Ltd.	3637 Manchester Road	243-6874
Larwill Construction Co.	111 Third Street S.W.	266-6166
Milner & Thomson Construction Ltd.	7032 Farrell Road	252-3844
Morstead & Son Ltd. Bricklayers	7032 Farrell Road	252-0176
Pioneer Paving Ltd.	816-46 Ave. S.E.	243-2250
Art Sullivan & Co. Ltd.	12551 Elbow Dr. S.W.	252-4491

DAIRIES

Alpha Milk	704-11 Ave. S.W.	262-5426
Model Dairies	308-17 Ave. S.W.	263-7444
Palm Dairies Ltd.	1104-8 Street S.W.	269-4991
Union Milk Co. Ltd.	5 Ave. & 1 Street S.E.	262-4686

DENTISTS

M. J. Albinati	1920-37 Street S.W.	249-0022

Listings

DEPARTMENT STORES

The Bay	8 Ave. & 1 Street S.W.	262-0345
Calgary Co-op Ass'n. Ltd.	8818 Macleod Trail	252-3371
T. Eaton Co. Canada Ltd.	8 Ave. & 3 Street S.W.	266-0234
Simpsons-Sears Ltd.	North Hill Centre 1616-14 Ave. N.W.	289-7777
	Southridge Shopping Centre	252-7711
Woodward's	Chinook Centre South	255-6121

DINING

Airport Restaurant	McCall Field	277-4436
Ambassador Dining Lounge	802-16 Ave. N.E.	276-2216
Andy's Circle Inn	2373 Banff Trail	282-6474
Barney's Georgian Terrace	Stampeder Hotel 3828 Macleod Trail	262-3311
Barney's Shield Room	Wales Hotel, 709-2 Street S.W.	263-3648
Beachcomber Polynesian Restaurant	609-7 Ave. S.W.	264-1000
Bennett's Restaurants	2 St. & 8 Ave. S.W.	263-2848
	136-9 Ave. S.W.	266-2106
	1809-4 Street S.W.	269-2675
Black Angus Room	Hghlander Motor Hotel, 16 Ave. & 17 Street N.W.	289-1965
Captain's Table	Trade Winds Motor Hotel, 6606 Macleod Trail S.	252-2211
Caribbean Room	Beacon Hotel, 16 Ave. & Centre Street N.	277-4124
Carolina Restaurant	619 Centre St. S.	266-1277
Carousel Dining Lounge	Forest Lawn Hotel, 3608-17 Ave. S.E.	272-4031
Chicken-On-The-Way	1443 Kensington Road	283-5545
Coach Room	Westgate Motor Hotel, 1111-33 Street S.W.	249-3181
Crossroads Restaurant	Imperial Crossroads Inn, 2120-16 Ave. N.E.	277-0161
Dante's Restaurant	201-4 Street N.E.	263-3588
Dinny's Restaurant	Trans-Canada Hwy. Brooks, Alberta	362-3533
Elbow Lodge Motor Hotel	2 St. & 19 Ave. S.E.	269-6771
Fireside Dining Lounge	Carolina Restaurant, Chinook Centre	255-4757
Gasthaus Dining Lounge	2417-4 Street S.W.	266-6288
Ging's Empress Lounge	Empress Hotel, 217-6 Ave. S.W.	262-5328
Globe Dining Lounge	Airliner Inn, 4804 -4 Str. N.E.	276-3391
Golden Spur Dining	New Noble Motor Hotel, 119-12 Ave. S.W.	263-5800
Guv'nor's Grill	615-2 Street S.W.	269-7890
Happy Valley Dining Room	Happy Valley	288-5300
Hy's Steak House	312-4 Ave. S.W.	263-2222
Imperial Palace Ltd.	506-4 Ave. S.W.	269-4808
Iron Gate	Holiday Inn, 8 Ave. & 6 Street S.W.	263-7600
Jade Palace	302 Centre St. S.	262-9219
King of Fish Seafood Restaurant	224-8 Ave. S.E.	269-3474
Mr. Mike's	235-8 Ave. S.W.	262-2528
Patio Dining Lounge	McCall Field International Airport, Terminal Bldg.	277-4436
Phil's Pancake House	2312-16 Ave. N.W.	289-6666
Prairie Inn	823-17 Ave. S.W.	244-2859
Rimrock Room	Palliser Hotel, 9 Ave. & 1 Street S.W.	266-8621

Listings

Royal Dining Room	Royal Hotel, 710-2 Street S.W.	262-4326
Smitty's Original Pancake House	6131 Macleod Trail	255-5808
St. Louis Dining Lounge	St. Louis Hotel, 8 Ave. & 4 Street S.E.	262-6341
Top of the Summit	Sheraton-Summit Hotel, 4 Ave. & 1 Street S.W.	262-7091
Village Inn	2231 Banff Highway	289-9800
DINING-DRIVE INS & TAKE OUT		
A & W Drive In	No. 1 2120 Kensington Rd. N.W.	283-0327
A & W Drive In	No. 2, 7118 Macleod Trail	255-5091
A & W Drive In	No. 3, 2510 Centre St. N.	277-1130
A & W Drive In	No. 4, 3916-17 Ave. S.W.	242-4366
A & W Drive In	No. 5, 3120-17 Ave. S.E.	272-1755
A & W Drive In	No. 6, 2407-4 Street S.W.	263-6411
Barney's Chicken	1240-17 Ave. S.W.	244-9666
Barney's Chicken	832-16 Ave. N.W.	289-8200
Barney's Chicken	336-9 Ave. N.E.	263-1951
Barney's Chicken	907-82 Ave. S.W.	255-7840
Barney's Chicken	709-2 Street S.W.	263-3648
Barney's Chicken	3828 Macleod Trail	243-6611
Chicken-On-The-Way	1443 Kensington Rd.	283-5545
Chicken-On-The-Way	6511 Elbow Drive	255-5292
Chicken-On-The-Way	1811-4 Street S.W.	266-6678
Dog N Suds Drive-In Ltd. No. 1	3916 Macleod Trail	243-0650
Dog N Suds Drive-In Ltd. No. 2	624 - 16 Ave. N.W.	284-1862
DISTILLERS		
Alberta Distillers Ltd.	34 Ave. & 14 Street S.E.	265-2541
Gooderham & Worts Limited	1954-13 Street S.W.	244-1859
McGuinness Distillers Limited	2712-18 Street N.W.	
DRUGS		
Cliff Irwin Drugs Ltd.	718-16 Ave. N.W.	289-5561
Douglass Drugs	No. 1, 16 Ave. & Centre St. N.	277-2717
	No. 2, 16 Ave. & 3 St. N.E.	277-2755
Kensington Drug Ltd.	2440 Kensington Road	283-2911
Marshall Drugs Ltd.	5011 Macleod Trail	243-7796
	1233-9 Ave. S.E.	265-5766
	Chinook Mall South	252-2310
McDermid Drug Co. Ltd.	340-40 Ave. S.W.	255-6848
Penley Drugs	Chinook Shopping Centre	255-7731
Super S Drugs Ltd.	1414-12 Ave. S.W.	244-5556
DRY CLEANING & LAUNDRY		
Dollar Cleaners Limited	No. 1, 1114-17 Avenue S.W.	244-0711
	No. 2, 717-4 Street S.W.	262-2678
	No. 3, 1410a-4 Street S.W.	263-6055
	No. 4, 5 Floor, 835-6 Ave. S.W.	264-4730
Palmer's Ltd.	2711-14 Street S.W.	244-1111
Premier Laundry & Dry Cleaning	902-4 Ave. S.W.	266-8811
Rosedale Cleaners Limited	16 Ave. & 4 Street N.W.	277-0777
ELECTRICIANS		
Eades Electric Limited	5711-6 Street S.E.	252-0196
Warrack Electric Ltd.	818-16 Avenue N.W.	289-9201
ENGINEERING SERVICES		
E. H. Davis & Associates Ltd.	404 Texaco Building	262-1312
T. Lamb, McManus & Associates	27-6A Street N.E.	263-5440
W. A. McBean & Associates Ltd.	511 Anglo-American Bldg.	263-5160
Stearns-Roger Canada Ltd.	7127 Fairmount Drive	255-0111

Listings

FERTILIZERS, FEED & POULTRY SUPPLIES

Love Feeds Ltd.	2808-58 Ave. S.E.	272-1136
Western Co-operative Fertilizers Ltd.	36 Street & 98 Ave. S.E.	279-4421

FILM COMPANIES & THEATRE SUPPLIES

Canawest-Master Films	815-17 Avenue S.W.	244-2008
Canfilm Screen Service Ltd.	2312-4 Street S.W.	264-4660
Sharp's Theatre Supplies Ltd.	104-4 Street S.W.	262-2655

FLORISTS

Art Bealing Flowers	2319-4 Street S.W.	263-5840
Campbell Floral Ltd.	321-7 Ave. S.W.	263-8420
Terrill's Flowers Ltd.	809-1 Street S.W.	266-6061
Whitburn's Ltd.	9 Ave. & 1 St. S.W.	266-4420
	715 Rideau Road	243-3446
White's Flowers	712-16 Ave. N.W.	289-5551

FUNERAL HOMES

Jacques Funeral Home	240-17 Ave. S.W.	263-6440
Leyden's Funeral Home	18 Ave. & 2 Street S.W.	262-9101
McInnis & Holloway	1503-4 Street S.W.	262-3030

FUR STORES

Swears & Wells (Canada) Ltd.	222-8 Ave. S.W.	263-2850

FURNITURE & APPLIANCES

Frys' Lampland Ltd.	124-16 Ave. N.E.	277-1941
House of Modern	802-16 Ave. S.W.	263-6633

GARDEN & MARINE EQUIPMENT

Arn's Equipment Ltd.	340-16 Ave. N.W.	277-4335

GLASS & MIRRORS

Canadian Pittsburgh Industries Ltd.	504-10 Ave. S.W.	263-0460

GLASS WORK (CUSTOM)

Continental Glass Manufacturing Co.	215-35 Ave. N.E.	277-9068

GUEST RANCHES

Diamond Cross	Seebe, Alberta	
Rafter Six	Seebe, Alberta	

HARDWARE STORES

G. L. Chesney Hardware	102-16 Ave. N.W.	277-7577
Manchester Hardware Ltd.	5518 Macleod Trail	255-5531

HOTELS

Airliner Inn	4804-4 Street N.E.	276-3391
Alexandra Hotel	224-9 Ave. S.E.	262-4671
Arrow Hotel	Banff, Alberta	
Beacon Hotel	Centre St. & 16 Ave. N.	277-7531
Bowness Hotel	6404 Bowness Road N.W.	288-4421
Calgary Inn	4 Ave. & 3 Street W.	266-1611
Empire Hotel	118-9 Ave. S.E.	262-1131
Empress Hotel	219-6 Ave. S.W.	262-1141
Forest Lawn Hotel	35 Street & 17 Ave. S.E .	272-4031
Holiday Inn	8 Ave. & 6 Street S.W.	263-7600
Homestead Hotel	Banff, Alberta	
Imperial Hotel	2 Street & 9 Ave. S.E.	262-2556
Palliser Hotel	1 Street & 9 Ave. S.W.	266-8621

Queen's Hotel	2 Street & 8 Ave. S.E.	262-6887
Royal Hotel	2 Street & 8 Ave. S.W.	262-9595
St. Louis Hotel	8 Ave. & 4 Street S.E.	262-6341
Shamrock Hotel	2101-11 Street S.E.	265-5446
Sheraton-Summit Hotel	1 Street & 4 Ave. S.W.	262-7091
Timberline Hotel	Banff, Alberta	
Voyager Inn	Banff, Alberta	
Wales Hotel	709-2 Street S.W.	266-1031
IMPORTERS & EXPORTERS		
Mitsubishi Canada Limited	210 Roxboro Road	243-0016
INSURANCE BROKERS		
Marsh & McLennan Limited	4th Flr., 140-6 Ave. S.W.	269-2551
JEWELLERY		
J. Vair Anderson Ltd.	230-8 Ave. S.W.	266-3949
Henry Birks & Sons Ltd.	314-8 Ave. S.W.	262-9515
LADIES' WEAR		
Dayton's Fashions Ltd.	310-8 Ave. S.W.	269-2516
Parisian	106-8 Ave. S.E.	262-6187
Silk-O-Lina Ltd.	119-8 Ave. S.W.	262-7262
	Chinook Centre	252-5074
	North Hill Centre	289-3909
Tall Girl Shop Ltd.	239-8 Ave. S.W.	263-1486
LADIES' WEAR (IMPORTED)		
Ted McGregor	818-1 Street S.W.	262-5327
LAPIDARY		
Green's Rock & Lapidary Ltd.	916 Centre St. N.	269-3070
LAWYERS		
Scott, Gregg, Scott & Anglin	300, Leeson-Lineham Bldg.	266-3086
LINEN		
Canadian Linen Supply Co. Ltd.	730-2 Ave. S.W.	263-8600
LIVESTOCK DEALERS		
Alberta Stockyards Co. Ltd.	Alberta Stockyards Bldg.	265-5353
Parslow & Denoon	Alberta Stockyards Bldg.	265-6660
LUMBER & WOODWORKING		
Beaver Lumber Co. Ltd.	11 Ave. & 11 Street S.W.	244-2166
Davidson Enman Lumber Ltd.	42 Ave. & 4 Street S.E.	243-2566
Farmers' Lumber & Supply Co. Ltd.	1606-9 Ave. S.E.	265-5567
Gienow Sash & Door Co. Ltd.	336-35 Ave. N.E.	276-1171
Gunther's Building Supplies Ltd.	2102-10 Ave. S.W.	244-0726
Mel's Lumber & Building Supplies Ltd.	3515 Edmonton Trail	277-8566
Revelstoke Building Materials Limited	2303-11 Street S.E.	265-5651
Weldwood of Canada Limited	5707-3 Street S.E.	255-7711
MANUFACTURING		
Atco Industries Ltd.	1243-48 Ave. N.E.	276-1101
MEAT MARKETS		
Bon Ton Market	701 Centre St. S.	266-4571

Listings

MEN'S WEAR

David L. Abel (Clothiers) Ltd.	137-8 Ave. S.W.	262-9939
Jack Forman's Hat & Shirt Shop	327A-7 Ave. S.W.	269-1220
Don Forster Men's Wear Ltd.	335-7 Ave. S.W.	264-3440
O'Connor & Bourque Ltd.	210-7 Ave. S.W.	269-1663

MOTELS & MOTOR HOTELS

Ambassador Motel	802-16 Ave. N.E.	276-2271
Amylorne Motel	12108 Macleod Trail	255-1498
Anchor Motel	1816-24 Street N.W.	289-6606
Armstrong Motel	2359 Banff Trail	289-4451
Atlanta Motel	3630 Macleod Trail	243-4651
Avondale Motor Inn	2231 Banff Trail	289-1921
Circle Inn Motel	2373 Banff Trail	289-0295
Continental Motel	4637 Macleod Trail	243-7791
Elbow Lodge Motor Hotel	19 Ave. & 2 St. S.E.	269-6771
Flamingo Motor Hotel	7505 Macleod Trail	252-4401
Gammon's Motel	Banff, Alberta	762-2151
Graddell Motel	4645 Highway 1A N.W.	289-1111
Green Gardens Motel	3211-17 Ave. S.E.	272-3317
Highlander Motor Hotel	17 Street & 16 Ave. N.W.	289-1966
Hillcrest Motel	3111 Edmonton Trail	277-7566
Imperial Crossroad Inn	2120-16 Ave. N.E.	277-0161
Meadow Motel	7012 Macleod Trail	255-7101
Mt. Eisenhower Motel	2227 Banff Trail	289-6626
New Noble Motor Hotel	119-12 Ave. S.W.	263-5800
Parkview Motel	2334-2 Street S.E.	262-3556
Ranch Motel	5229 Macleod Trail	255-4944
Ranger Motor Hotel	2107-16 Ave. N.W.	289-8788
Royal Wayne Motel	2416-16 Ave. N.W.	289-6651
Round-Up Motel	1904-24 Street N.W.	289-2123
Stampeder Motor Hotel	3828 Macleod Trail	243-5531
Star Motel	2010-24 St. N.W.	289-2332
Sunset Motel	2112-24 St. N.W.	289-2101
Trade Winds Motor Hotel	66 Ave. & Macleod Trail	252-2211
Calgary North Travelodge	16 Ave. & 21A St. N.W.	289-0211
Westgate Motor Hotel	1111-33 Street S.W.	249-3181
West Valley Motel	Trans-Canada Highway West	288-4436

MOTORCYCLES

Kane's Motorcycle Shop	119-17 Ave. S.W.	269-8577

MOVING & TRUCKING

Canadian Freightways Ltd.	411 Meredith Road	269-3711
Crone Bros. Ltd.	831-48 Ave. S.E.	243-4613
MacCosham Van Lines Ltd.	215-10 Ave. S.W.	266-8881
Madison Storage & Cartage Co. Ltd.	3904-1 Street N.E.	277-8586
Security Storage	4344 Macleod Trail	243-4681
H. M. Trimble & Sons Ltd.	1510-40 Ave. S.E.	265-5621

MUSIC SERVICES

Southern Music Ltd.	1025-11 Ave. S.W.	244-7292

MUSIC STORES

Frank's Custom Stereo & Sound	1102-8 Ave. S.W.	266-5888
Glenn's Music Limited	226-7 Ave. S.W.	269-8532

NEWSPAPERS

The Calgary Herald	7 Ave. & 1 Street W.	262-7711
North Hill News	310-16 Ave. N.W.	277-8474

Listings

OIL COMPANIES

British American Oil Co. Ltd.	707-7 Ave. S.W.	268-1110
Canadian Magnetic Reduction Ltd.	221-62 Ave. S.E.	255-7784
Golden Eagle Oil & Gas Limited	1450 Elveden House	263-8790
Home Oil Co. Ltd.	304-6 Ave. S.W.	266-7041
Imperial Oil Limited	(6009 Ogden Road)	
	500-6 Ave. S.W.	267-1110
Jefferson Lake Petrochemicals	1000 Calgary House	262-2741
Texaco Canada Limited	600-6 Ave. S.W. 265-5255 -	263-7530
Western Decalta Petroleum Ltd.	8th Flr. 630-6 Ave. S.W.	269-5551

OIL PUBLICATIONS

C. O. Nickle Publications Co. Ltd.	330-9 Ave. S.W.	269-3161

OIL COMPANIES

Central-Del Rio Oils Limited	3rd Floor Fina Building	
	736-8 Ave. S.W.	263-7660
Dome Petroleum Ltd.	706-7 Ave. S.W.	269-4951
Goliad Oil & Gas Company	301-320-7 Ave. S.W.	266-6031
Guyer Oil Company Ltd.	1570 Elveden House	263-8640

OIL WELL DRILLERS & SERVICES

Cascade Drilling Co. Ltd.	5112-3 Street S.E.	252-0161
Hudson's Bay Oil & Gas Co. Ltd.	320-7 Ave. S.W.	267-2110
Mobil Oil Canada Ltd.	Mobil Oil Bldg.,	
	610-8 Ave. S.W.	266-7221
Native Solids Controllers Ltd.	416 Webster Building	
	237-7 Avenue S.W.	269-6781
Sun Oil Company	805-8 Ave. S.W.	266-7341
Union Oil Company of Canada Ltd.	709-8 Ave. S.W.	264-6565

PAINTING & DECORATING

Beale Decorating Co.	116-16 Ave. N.W.	277-1231
British America Paint Co. Ltd.	2312-10 Ave. S.W.	244-7415

PET SERVICES

Brooks Dog Salon Ltd.	1st Flr., 827-17 Ave. S.W.	244-2668
Red Top Ltd.	Box 307, Nose Creek	269-7346
Sunawagold Kennels Ltd.	5813 No. 1A Highway N.W.	288-5471

PHOTOGRAPHERS & SUPPLIERS

Jack DeLorme Photography	2050-10 Ave. S.W.	244-6511
Eastman Photographic Materials Ltd.	1102-5 St. S.W.	266-4442
Mathieson Photo Service Ltd.	609 Centre St. S.	263-2561
Mortifee Munshaw Ltd.	2433-2A Street S.E.	263-8086
Photocrafts	710-3 Street S.W.	262-1011
Shipley Photo Service Limited	1139-11 St. S.E.	265-6091

PICTURE FRAMES

Gainsborough Galleries	611-8 Ave. S.W.	269-6682
Mid-West Picture Frame Co.	5900 Macleod Trail	252-2130

PLUMBING & HEATING

Cone Water Heaters Ltd.	3616 Manchester Rd.	243-6467
Crane Canada Limited	324-58 Ave. S.E.	255-6681
Cronkhite Companies Ltd.	816-7th Ave. S.W.	263-4670
Fred Deeves & Sons Ltd.	1314-17 Ave. S.W.	244-8951
Engineering & Plumbing Supplies Ltd.	839-10 Ave. S.W.	269-1371
Lennox Industries (Canada) Ltd.	5707-4 Street S.E.	255-4451
A. J. Shrubsall Co. Limited	1733-10 Ave. S.W.	244-2101
Trotter & Morton Ltd.	323 Forge Road S.E.	255-1186

Listings

POWER & FUEL

Calgary Power Ltd.	140-1 Ave. S.W.	266-4631
Canadian Western Natural Gas Co.	140-6 Ave. S.W.	266-7111

PRINTING & LITHOGRAPHING

Albertan Job Press Ltd. The	4603 Manilla Road S.E.	263-2480
Alcraft Printing Co. Limited	4303 Edmonton Trail	277-0751
Burnand Printing Co. Ltd.	230-7 Ave. S.E.	264-2242
Canniff Printing Ltd.	1510-6 Street S.W.	266-8691
Commercial Printers (Calgary) Limited	1210-11 Avenue S.W.	244-8966
Foothill Printers Ltd.	311-34 Ave. S.E.	243-4641
Grant-Mann Lithographers Ltd.	3—1710 Centre St. N.	277-3345
Humphries Printing Ltd.	2212-4 Street S.W.	266-4668
John D. McAra Limited	512-4 Avenue S.W.	262-1566
Northwest Printing & Lithographing Ltd.	1808-1 Street N.W.	277-4947
Proverbs The Printer Ltd.	930-8 Ave. S.W.	262-2360
Universal Engravers Ltd.	1902-10 Ave. S.W.	244-7427
Western Printing & Lithographing Co. Ltd.	706-2 Ave. S.W.	262-6111

PROPANE DEALERS & SERVICES

Canadian Propane Consolidated Ltd.	7314 Macleod Trail	255-0121
Propane Engineering Service	2301 Centre St. N.	277-1088
Suburban Propane Ltd.	515-82 Ave. S.W.	255-0103
Zenith Propane	36 Ave. & 5 Street S.E.	243-5526

PUBLICATIONS

This Week In Calgary

RADIO STATIONS & TV STATIONS

C B R Radio 1010	1724 Westmount Blvd.	283-3311
C F A C Radio 960	1301-17Ave. S.W.	244-9311
C F C N Radio & TV—Channel 4—1060	Broadcast House	249-9101
C H C T-TV Channel 2	955 Rideau Road	243-3491
C H F M-FM	No. 10 Westbrook Mall	249-7772
C H Q R Radio 810	1030-4 Street S.W.	263-5522
C K X L Radio 1140	804-16 Ave. S.W.	263-8160

REAL ESTATE & INSURANCE

Calgary Real Estate Board	622-5 Ave. S.W.	263-0530
C. J. Campbell	603 Centre St. S.	269-4331
Crosland Peacock Calgary Ltd.	1009-7 Ave. S.W.	263-3140
A. J. Dixon Real Estate	4822 Macleod Trail	243-7330
Donovan Realty	202 Alberta Stockyards Bldg.	265-6730
Frank Freeze Co. Ltd.	811-7 St. S.W.	269-7961
J. C. Leslie & Co. Ltd.	200 Lancaster Bldg. 827-5 Ave. S.W.	263-0650
Lyle Bros. Ltd.	627-6 Ave. S.W.	263-4033
Marathon Realty Company Limited	205-9 Ave. S.E.	263-7300
Montreal Trust Co.	8 Ave. & 3 Street S.W.	269-3191
Roberts Real Estate	306-24 St. N.W.	283-0796
Rocky Mountain Life Insurance Company	815-17 Ave. S.W.	245-1131
Royal Management Co.	205, 333-17 Ave. S.W.	263-3833
Van Helden Agencies Ltd.	1305-8 Street S.W.	244-8957

RECREATION & ENTERTAINMENT

Banff Chairlift	Banff, Alberta	762-3458
Banff Gondola Lift Co. Ltd.	P.O. Box 1258 Banff	762-2523
Canadian Wax Galleries	120 Banff Ave., Banff, Alberta	762-3501

Happy Valley	Trans-Canada Highway West	288-5222
Lloyd's Rollercade Ltd.	7520 Macleod Trail	252-0146
Pigeon Mountain Ski Area (Canmore)	500-736-8 Ave. S.W.	678-5414
Shaw-Nee Slopes Golf Club	Midnapore	252-2750

REPRODUCTION & DRAFTING

Calgary Drafting & Blue Print Co. Ltd.	615-8 Ave. S.W.	269-4361
Riley's Reproductions Ltd.	631-8 Ave. S.W.	266-6051

SERVICE GARAGES

Globe Steering Clnic	1502-11 Ave. S.W.	244-3532
Hutton's Ltd.	131-11 Ave. S.W.	269-3725

SERVICE STATIONS

Benbow's Esso Service	67 Ave. & Macleod Trail	255-6898
Brentwood B.A. Service	Brentwood Village Plaza	289-0266
Britannia Auto Service	49 Ave. & Elbow Drive	243-6958
City Centre Royalite	6 Ave. & 2 Street S.W.	262-4109
Civic Centre Esso	7 Ave. & 4 Street S.E.	263-2998
Cloverleaf Esso Service	16 Ave. & 20 Street N.E.	277-4762
Don's Husky Travel Centre	No. 2 Highway North	277-1752
Ed & Ted's Service Ltd.	11 Ave. & 1 Street S.W.	262-7111
Edmonton Trail Esso Service	1701-3 St. N.E.	277-4308
Emil's Haysboro White Rose Service	8404 Elbow Drive	255-7688
Happy Valley Esso Service	Trans-Canada Highway West	288-2262
Imperial Three Star Centre	67 Ave. & Macleod Trail	252-7631
Kelly's Servicentre	16 Ave. & 19 Street N.W.	289-3092
Leland Park B.A. Service	26 Ave. & 24 Street S.W.	249-2821
Main Esso Auto Service	840-8 Ave. S.W.	262-9030
Mohawk Montgomery Service	4639 Bowness Road N.	288-5080
Northview Esso Service	48 Ave. & Centre St. N.	277-7255
Red Star Auto Service	1402-14 St. S.W.	244-4234
Scarboro Service	17 Ave. & 16a Street S.W.	244-2352
Sid's Super Service (Alberta) Ltd.	5 Ave. & 4 Street S.W.	266-5733
South Trail B.A. Service	7603 Macleod Trail	255-4366
Stadium Esso Service	2320-16 Ave. N.W.	289-6707
Shouldice Esso Service	5008-16 Ave. N.W.	288-2411
Trans Canada Esso Service	615-16 Ave. N.E.	277-1322
Western Auto Park Ltd.	9 Ave. & 2 Street S.W.	

SHOE STORES

Amantea Shoes Ltd.	132-8 Ave. S.W.	269-2870

SHOPPING CENTRES

Calgary North Hill Shopping Centre	1632-14 Ave. N.W.	289-2516
Chinook Shopping Centre	66 Ave. & Macleod Trail	255-0355
Westbrook Shopping Centre	149 Westbrook Mall	249-0052

SIGHTSEEING

Brewster-Rocky Mountain Grey Line	304 Caribou St. Banff, Alberta	762-2241
Calgary Gray Line Limited	129-1 Ave. S.W.	266-5658

SIGN COMPANIES

Color-Print Display Co.	106-11 Ave. S.E.	262-9994
Dot Signs Ltd.	410 Memorial Dr. N.E.	269-1436
Hook Signs (Calgary) Ltd.	4 Ave. & 3 Street S.E.	263-2170
Neon Contractors Ltd.	5305-1A Street S.W.	252-3391
Neon Products of Canada Ltd.	1302-11 Ave. S.W.	244-8934
Neon Sales & Service Ltd.	909-15 Street S.W.	269-4971
Signs by Silk Screen	812-3 Street N.E.	262-2867
E. Wilson Signs & Displays Ltd.	610-3 Ave. S.W.	269-7812

Listings

SOFT DRINKS		
Calgary Beverages Ltd.	9 Ave. & 15 Street S.E.	264-1902
Polar Beverages	129-3 Ave. S.E.	263-7700
SPORTING GOODS		
Big Chief Sporting Goods Ltd.	230-7 Ave. S.W.	262-3748
Premier Cycle & Sports (Calgary) Ltd.	319-7 Ave. S.W.	263-8855
SPRINGS AUTO AND TRUCK		
Standen's Limited	24 Ave. & 2 Street S.E.	269-3736
STATIONERY & OFFICE SUPPLIES		
Keith Stationers Limited	630-5 Ave. S.W.	263-0900
H. J. Kellam Ltd.	628-11 Ave. S.W.	262-3513
Lewis Stationery Ltd.	620-9 Ave. S.W.	266-4676
The National Cash Register Co. of Canada Ltd.	820-16 Ave. S.W.	263-8080
Warner Business Machines Ltd.	918-7 Ave. S.W.	262-7273
Willson Stationery Co. Ltd.	323-8 Ave. S.W.	269-6911
STEEL & IRON & PIPE		
Bonnybrook Steel Ltd.	4227 Bonnybrook Rd. S.E.	265-7020
Canada Iron Foundries Ltd.	223-53 Ave. S.E.	255-1171
SUPERMARKETS		
Canada Safeway Ltd.	535-10 Ave. S.W.	269-2501
Dominion Stores Limited	Calgary Shopping Centre	244-9371
Dominion Stores, General Office	1609 - 14 St. S.W.	
TAXIS		
Bell Cabs Ltd.	Royal Hotel Bldg.	262-2222
United Imperial Cabs Ltd.	124-4 Ave. S.W.	262-7777
TIRE SERVICE		
O.K. Tire Stores (Calgary) Ltd.	4115 Macleod Trail	243-4231
TRAILER PARKS		
Amylorne Motel	12108 Macleod Trail	255-1498
Blackfoot Mobile Home Park	9200 Blackfoot Trail S.	255-6022
Bow Bend Trailer Park	5227-13 Ave. N.W.	288-2161
Cloverleaf Trailer Park	16 Ave. & 19 Street N.E.	277-8352
Green Gardens Motel & Trailer Court	3211-17 Ave. S.E.	272-3317
Happy Valley Tent & Trailer Park	Trans-Canada Highway West	288-5811
St. Patrick's Island Campgrounds	St. Patrick's Island	269-4065
TRAILERS & SUPPLIES		
Propane Engineering Service (Travel Trailer Drome Shasta, Airstream)	2301 Centre St. N.	277-1088
United Trailer Co. Ltd. (Safeway, General, 20 Century, Glendale)	3715 Edmonton Trail N.E.	277-8576
TRAVEL AGENCIES		
Burritt Travel Service Ltd.	327-8 Ave. S.W.	269-3791
Thos. Cook & Son	702-2 Street S.W.	263-6570
Executive Travel Ltd.	403 Crescent Blvd. S.W.	243-6151
P. Lawson Travel Ltd.	119-7 Ave. S.W.	263-4810

Listings

TROPHIES

Listowel Trophies (Calgary) Ltd.	222-9 Avenue S.W.	263-8865
Western Trophy Shop	353-11 Ave. S.W.	263-4884

TRUST, MORTGAGE & INVESTMENT CO.

Canada Permanent Trust	315-8 Ave. S.W.	266-1071
Canada Trust—Huron & Erie	528-8 Ave. S.W.	262-7911
Canadawide Investments Ltd.	209 Rutland House	243-2541
Carlile & McCarthy Co. Ltd.		
W. R. Taprell	320-9 Ave. S.W.	266-7051
Crown Trust Company	227-8 Ave. W.	262-5515
Metro Mortgage Corp. Ltd.	640-7 Ave. S.W.	266-4056
Montreal Trust Co.	8 Ave. & 3 Street S.W.	269-3191
National Trust Co. Ltd.	330-8 Ave. S.W.	263-1460
Richardson Securities of Canada	319-8 Ave. S.W.	267-3100
Royal Trust	606-7 Ave. S.W.	266-1091

VARIETY STORES

F. W. Woolworth Co. Ltd.	228-8 Ave. S.W.	266-1588

WESTERN STORES & RIDING EQUIPMENT

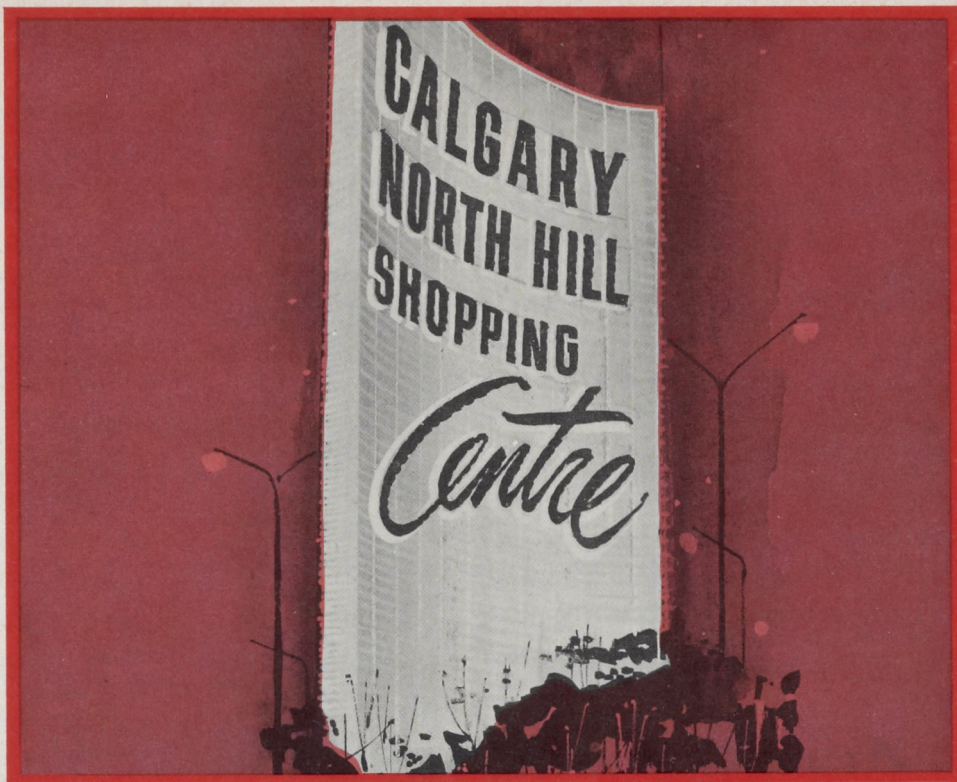
Calgary Saddle & Leather Co. Ltd.	462-42 Ave. S.E.	245-2216
Kenway's Western Store	1418-2 Street S.E.	266-4270
Riley & McCormick Ltd.	1929-10 Ave. S.W.	244-7406
Smithbilt Hats	3 Ave. & 5 Street S.W.	262-4404
The Tack Shop	311-17 Ave. S.W.	263-3741
Western Outfitters Ltd.	813-1 Street S.E.	266-3656

WHOLESALERS

Acme Novelty	723-10 Ave. S.W.	263-1150
Alta. National Drug Co. Ltd.	4033-9 Street S.E.	243-7761
Alberta Spuds & Produce Ltd.	4027-11 Street S.E.	243-5512
Associated Grocers Ltd.	5516-5 Street S.E.	252-5591
Bridge Brand Produce Co. Ltd.	611-53 Ave. S.E.	255-4494
Burns Foods Limited	21 Ave. & Portland St. S.E.	267-0110
Crown Zellerbach Canada Ltd.	Centre Ave. & 25 St. N.E.	272-2201
Esskay Developments Ltd.	1134-11 Street S.E.	
General Distributors Ltd.	130-9 Ave. S.W.	262-9223
Imperial Tobacco Sales Co. of Canada	4025-4 Street S.E.	243-7949
Link Hardware Co. Ltd.	4704-1 Street S.E.	243-4256
MacDonald's Consolidated Ltd.	535-10 Ave. S.W.	269-2507
Marshall-Knop (Western) Ltd.	222-66 Ave. S.W.	263-6950
Modern Packaging Co. Ltd.	5319-3 Street S.E.	252-4481
Pinecrest Poultry Sales Ltd.	2126 Hirst Road	265-1571
Peter Jackson Tobacco Sales Ltd.	4025-4 Street S.E.	243-1109
Sanitary Supplies of Alberta Ltd.	915-9 Ave. S.E.	265-4991
Scott National Fruit	525-529-10 Ave. S.W.	266-6233
Spalding Hardware Limited	929-17 Ave. S.W.	244-5531
Stafford Foods Ltd.	1016-34 Ave. S.E.	243-4276
Silver Automotive	1324-11 Ave. S.W.	244-5506
Superior Envelopes Ltd.	4301C-9 Street S.E.	243-4750
Union Packing Co., 15 St. & 7 Ave. N.E.	Box 158 Calgary	266-8861
United News (Wholesalers) Ltd.	3647 Blackburn Road	243-4611
Wallace & Carey Ltd.	211-7 Ave. S.E.	262-5521
Welders Supplies Ltd.	609-42 Ave. S.E.	243-7746

YARDGOODS

Silk-O-Lina Ltd.	119-8 Ave. S.W.	262-7262



70 STORES & SERVICES

(OPEN THURSDAY AND FRIDAY 'TIL 9:00 P.M.)

FREE PARKING FOR OVER 2500 CARS

STORES

A & A Sharp Shop
Agnew Surpass No. 1
Agnew Surpass No. 2
Alberta Liquor Board
Alberta Shoe Repair
Bata Shoes
Betty Shop
Built-Rite Homes
Calgary Centre Barber Shop
Calgary Centre Paints
Calgary Fabric Centre
Calgary Herald
Canadian Imperial Bank of Commerce
Card & Candy
Cavalier Gift Shop
Dominion Stores
Exquisite Flowers
Fabric Care Cleaners
Fairview Bowling Lanes
Halling's Music Centre
Jiffy Car Bar
Joe Mark Men's Wear
Lad & Lassie Shop
Loblaws
Logger Lumber & Bldg. Supplies
Macleod's Limited
Miller Realty Ltd.
Old Sweetie Candies
Otto's Lady Fair
Park Lane Cafeteria
Park Lane Restaurant & Banquet Room
PMS Camera & Hobby Shop
Pro Sporting Goods Ltd.
Reitman's
Riley and McCormick
Silk-O-Lina
Simpsons-Sears
Spence Shoes
Tamblyn Drugs
Tip Top Oven Products Ltd.
Tip Top Tailors Ltd.
Toronto-Dominion Bank
United Cigar Store
Wedell's Jewellers
Woolworth's
Zeller's

SERVICES AND OFFICES

Dr. J. Clapperton
Dr. O. Melvie
Dr. J. M. Galvin
Dr. H. W. Gimbel
Dr. R. Carter, chiropractor
Dr. Leo Andersen
Dr. W. Phillips, Optometrist
Administrative Office
A. M. Bowers, Architect
Brian H. Nelson, Barrister
Calgary Medical Lab.
Canadian Premier Life Insurance
Carma Developers
Ken Cashman Insurance
Empire Life Insurance Co.
Household Finance Corporation
H. S. Kent & Associates
London & Midland Insurance
Montreal Life Insurance
Medical Services Inc.
Prudential Insurance
Public Press
Refinery Engineering
Regional Conservatory of Music
Retail Credit Company

TRANS-CANADA HIGHWAY - 14th STREET to 19th STREET N.W.

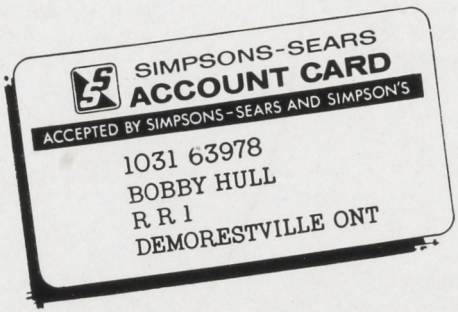


Welcome to Calgary while visiting enjoy the convenience of two ultra modern stores

Simpsons-Sears

NORTH HILL
14 St. N.W. and the Trans Canada Highway
Telephone 289-7777

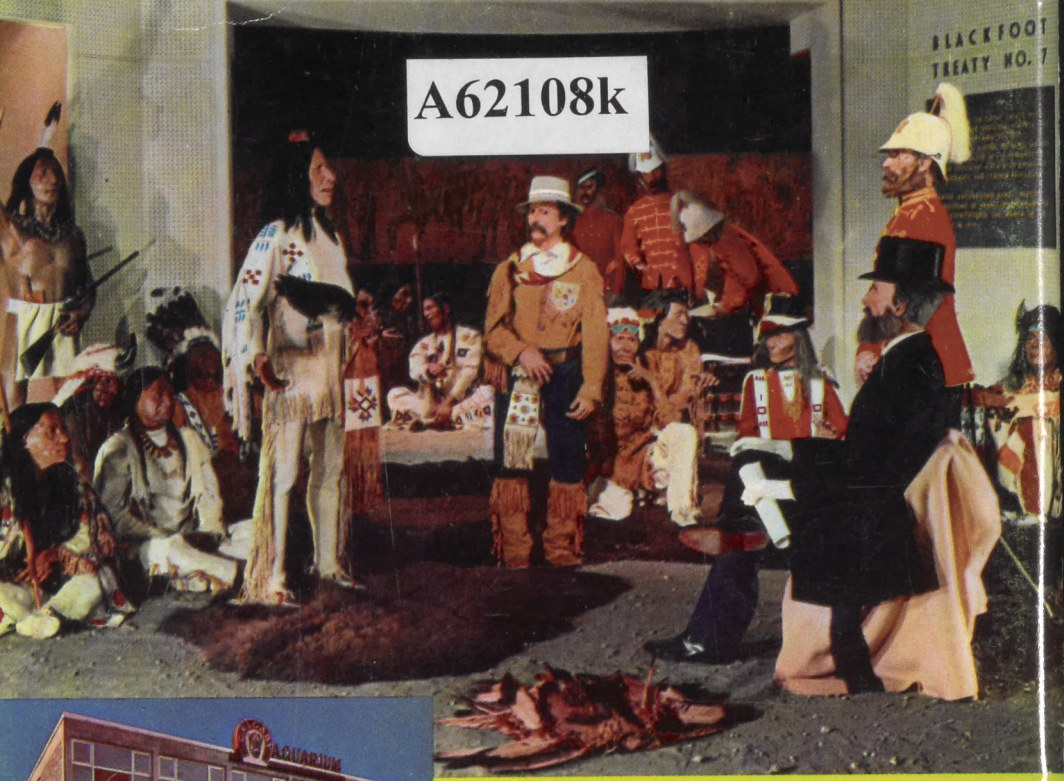
SOUTHRIDGE
58 Ave. S. and the Macleod Trail
Telephone 252-7711



USE YOUR ALL PURPOSE ACCOUNT
just say charge it . . . No Down Payment



A62108k





CALGARY BREWERY

AQUARIUM – GARDENS AND HORSEMAN'S HALL OF FAME

One of the most beautiful spots in Calgary is at the Brewery Gardens. See the only inland aquarium featuring deep-sea specimens, native western fresh water fish, reptiles and seasonally, North America's largest trout fish hatchery. The Horseman's Hall of Fame contains life-like figures of historical characters and is a noteworthy sight. Both of these attractions are free to the public—and you can spend hours of time viewing the different specimens. The Gardens, with their stocked pools of Canadian Game Fish present an ideal spot to spend a quiet afternoon. The public is cordially invited to visit the Brewery Gardens at any time.

LOCATION

15th St. and 9th Ave. S. E.

•

OPEN DAILY

Regular hours 10 a.m. to 5 p.m. Monday through Friday. Sunday 12:30 p.m. to 6 p.m.

CALGARY BREWING & MALTING CO. LTD.

CALGARY EDMONTON



